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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92025859
Party	Defendant General Cigar Co., Inc.
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Submission	Testimony For Defendant
Filer's Name	/Andrew L. Deutsch/
Filer's email	andrew.deutsch@us.dlapiper.com, Joshua.Schwartzman@us.dlapiper.com, john.nading@us.dlapiper.com, Valerie.fadis@us.dlapiper.com
Signature	/Andrew L. Deutsch/
Date	09/29/2020
Attachments	GC Exs Part 45.pdf(5020185 bytes) GC Exs Part 46.pdf(2026383 bytes) GC Exs Part 47.pdf(5866430 bytes) GC Exs Part 48.pdf(5858059 bytes) GC Exs Part 49.pdf(5857234 bytes) GC Exs Part 50.pdf(5157926 bytes) GC Exs Part 51.pdf(5759023 bytes) GC Exs Part 52.pdf(4171147 bytes) GC Exs Part 53.pdf(5727377 bytes) GC Exs Part 54.pdf(5701499 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309

AND			
In the matter of the Trademark Re For the mark COHIBA Date registered: June 6, 1995			
EMPRESA CUBANA DEL CUBATABACO,		: :	
v.	Petitioner,	: : :	Cancellation No. 92025859
GENERAL CIGAR CO., INC.,		:	
	Respondent.	:	
		: x	

PARTY: RESPONDENT

For the mark COHIBA

Date registered: February 17, 1981

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 27

CIGAR NON-SMOKER STUDY OCTOBER 1998 NFO#37102



CONFIDENTIAL: UNDER PROTECTIVE ORDER CAM 000833

NFO Research, Inc. is

grateful for the opportunity to gather and process the consumer data herein. We sincerely hope these data will aid your executive judgement, and that they contribute toward eliminating guess work from the decision-making process. We also hope that our handling of this assignment merits your continuing trust in us.

THE NEXT FEW PAGES ARE DESIGNED TO BE A GUIDE IN HELPING YOU TO READ AND UNDERSTAND THE DATA CONTAINED IN YOUR NFO TABLES. WE HOPE THAT THIS INFORMATION WILL HELP YOU TO EASILY AND ACCURATELY LOCATE THE DATA THAT IS OF GREATEST INTEREST TO YOU IN THESE TABLES. KEEP IN MIND THAT THIS IS A GUIDE, AND THERE MAY BE SOME SLIGHT DIFFERENCES BETWEEN THIS GUIDE AND YOUR REPORT. CALL YOUR NFO REPRESENTATIVE IF YOU HAVE ANY QUESTIONS.

PROJECT SUMMARY/ "A" TABLE

THE PROJECT SUMMARY OUTLINES THE BACKGROUND, OBJECTIVE AND PROJECT DESIGN OF THIS STUDY. IT TELLS YOU THE DATES ON WHICH THE RESEARCH WAS CONDUCTED, HOW MANY HOUSEHOLDS WERE INVOLVED, AND THE RETURN/COMPLETION RATE OBTAINED.

THE TWO PAGES FOLLOWING THE PROJECT SUMMARY ARE CALLED THE "A" TABLE. THIS TABLE SHOWS A COMPARISON OF THE TOTAL HOUSEHOLDS WHO RECEIVED QUESTIONNAIRES (TOTAL OUTGO) WITH THE TOTAL HOUSEHOLDS WHO RETURNED QUESTIONNAIRES (TOTAL RETURNS). THE "A" TABLE ENABLES YOU TO COMPARE THESE TWO GROUPS BASED ON GEOGRAPHIC DIVISION, MARKET SIZE, HEAD OF HOUSEHOLD AGE, ANNUAL HOUSEHOLD INCOME AND HOUSEHOLD SIZE. IF ADDITIONAL VARIABLES HAVE BEEN USED IN CREATING YOUR SAMPLE, THEY MAY BE INCLUDED IN YOUR "A" TABLE.

THE PURPOSE OF THE "A" TABLE IS TO ILLUSTRATE THAT THE HOUSEHOLDS WHO RETURNED THE SURVEY WERE REPRESENTATIVE OF THE TOTAL SAMPLE MAILED OUT ON THE CHARACTERISTICS INDICATED ABOVE.

THE INFORMATION CONTAINED IN THE PROJECT SUMMARY AND "A" TABLE IS DESIGNED TO GIVE YOU AN OVERALL LOOK AT HOW THE STUDY WAS CONDUCTED RATHER THAN TO BE USED TO DRAW ANY CONCLUSIONS FOR SPECIFIC MARKETS.

DATA TABLES

THE DATA TABLES ARE A FORMAT USED TO DISPLAY THE RESULTS OF THE STUDY. IN EACH TABLE, A "BANNER" IS CROSSED BY THE RESPONSES TO A QUESTION IN THE STUDY TO GIVE YOU A "CROSS TAB" OF THE RESPONSES (FURTHER DETAIL ON THE TABLE COMPONENTS CAN BE FOUND ON THE FOLLOWING PAGES).

III.

THE APPENDIX SECTION OF THE REPORT CONTAINS COPIES OF KEY DOCUMENTS, TYPICALLY BANNER DEFINITIONS, A COPY OF THE CODES DEVELOPED FOR THE OPEN-ENDED RESPONSES, AND A COPY OF THE ACTUAL QUESTIONNAIRE USED IN THE STUDY. OTHER MISCELLANEOUS DOCUMENTATION MAY ALSO BE FOUND HERE (COPIES OF CONCEPTS, WEIGHTING PROCEDURES, ETC.) AS APPROPRIATE.

TABLE OF CONTENTS 30B #37102-01 PAGE NUMBERS DATA TABLE GUIDE TAB PROJECT SUMMARY A. BACKGROUND B. OBJECTIVE C. PROJECT DESIGN D. DISTRIBUTION OF NATIONAL SAMPLE TABLES I-IITAB DATA TABLES I-III 1-71 A. LIST OF TABLES B. DATA TABLES TAB APPENDIX 1 1-3 A. BANNER DEFINITIONS B. PROCEDURAL DETAILS (CODES AND CODING INSTRUCTIONS) C. QUESTIONNAIRE COPY

TABLE LAYOUT

BELOW IS A DESCRIPTION OF THE INFORMATION CONTAINED IN YOUR NFO TABLES. ON THE FOLLOWING PAGE IS AN EXAMPLE OF A TYPICAL TABLE OR CROSS TAB. PLEASE REFER TO THIS EXAMPLE AS YOU READ THE DESCRIPTION BELOW:

- THIS IS THE NAME OF THE STUDY. (SEE "A" NOTED ON THE EXAMPLE TABLE) A)
- THIS IS THE NFO INTERNAL JOB NUMBER. (SEE "B") B)
- THIS IS THE QUESTION THAT WAS ASKED OF THE RESPONDENT. THERE WILL BE A TABLE FOR EACH QUESTION. (SEE "C") C)
- THE BASE EXPLAINS WHICH RESPONSES ARE INCLUDED IN THE TABLE. THIS IS TYPICALLY "TOTAL RETURNS" OR "TOTAL COMPLETES", BUT COULD BE "TOTAL FEMALES" OR "TOTAL MALES", FOR EXAMPLE. (SEE "D")
- THIS IS THE "STUB" OF THE TABLES AND WILL SHOW WHAT "ANSWERS" WERE GIVEN TO THE QUESTION. (SEE "E") E)
- THIS IS THE "BANNER" OF THE TABLES AND IS CUSTOMIZED FOR EVERY STUDY. THE BANNER ALLOWS YOU TO BREAK OUT SUB-GROUPS OF RESPONDENTS (EITHER DEMOGRAPHIC INFORMATION OR RESPONSES TO VARIOUS QUESTIONS) AND LOOK AT THEIR RESPONSES BY QUESTION. TYPICALLY, THE FIRST BANNER POINT ON ANY TABLE WILL BE THE TOTAL COLUMN WHICH SHOWS TOTAL RESPONSES FOR THE BASE OF THE TABLE. AN ALPHA INDICATOR WILL ALSO BE SHOWN FOR REFERENCE PURPOSES IF THE TABLES HAVE F) BEEN STAT TESTED. (SEE EXAMPLE: LETTERS A-O HAVE BEEN USED).
- THE "TOTAL" ROW IN THE STUB SHOWS THE NUMBER OF RESPONDENTS WHO QUALIFY FOR THE BASE OF EACH OF THE BANNER POINTS OR BREAKS.
- THE "NO ANSWER" SHOWS THE NUMBER OF RESPONDENTS WHO DID NOT ANSWER OR LEFT THAT PARTICULAR QUESTION BLANK. THIS NUMBER WILL MOST LIKELY CHANGE FOR EACH G) *H)
- THE "TOTAL ANSWERING" IS THE "TOTAL" (G) MINUS THE "NO ANSWER" (H) RESPONDENTS. WHEN A "TOTAL ANSWERING" BREAK IS PROVIDED, ALL RESPONSES ARE SHARED OR PERCENTED BACK TO THIS NUMBER INSTEAD OF THE "TOTAL" (G). *I)
- IF IT IS APPROPRIATE TO CALCULATE A "MEAN" OR AN "AVERAGE" FOR A QUESTION, THE "WEIGHTS" USED FOR EACH RESPONSE ARE SHOWN IN PARENTHESES. FOR EXAMPLE, "(4)" NEXT TO A RESPONSE MEANS THAT RESPONSE WILL BE COUNTED 4 TIMES. 3)
- THIS IS THE "MEAN" WHICH WILL SHOW THE CALCULATED AVERAGE OF RESPONSES BASED ON THE WEIGHTS SPECIFIED FOR EACH RESPONSE. USUALLY, ONLY THOSE QUESTIONS WHICH HAVE SCALE TYPE OR FREQUENCY RESPONSES WILL HAVE A CALCULATED MEAN. K)
- THIS SHOWS THE CONFIDENCE LEVEL AND THE COLUMNS WHICH WERE STAT TESTED AGAINST EACH OTHER. FOR EXAMPLE, MALES AND FEMALES WERE TESTED AGAINST EACH OTHER (COLUMNS G AND H). AN UPPER CASE LETTER DENOTES THAT THAT PARTICULAR COLUMN PERCENT IS SIGNIFICANTLY HIGHER AT THE 95% CONFIDENCE LEVEL THAN THE COLUMN PERCENT UNDER THE LETTER INDICATED. A LOWER CASE LETTER DENOTES A 90% CONFIDENCE LEVEL. L)
- THERE ARE THREE NUMBERS IN EACH "CELL". THE TOP NUMBER IN A CELL IS THE ACTUAL NUMBER (FREQUENCY) OF RESPONDENTS WHO GAVE THE ANSWER SHOWN IN THE STUB TO THE LEFT OF THE NUMBER FOR THE QUESTION LISTED AT THE TOP OF THE PAGE. M)
- THE FIRST PERCENTAGE IS A "VERTICAL" OR COLUMN PERCENTAGE. THEREFORE, THE NUMBER RESPONDING (M) IS DIVIDED BY THE TOTAL ANSWERING (I) FOR THAT COLUMN.
- N) THE SECOND PERCENTAGE IS A "HORIZONTAL" OR ROW PERCENTAGE. THEREFORE, THE NUMBER RESPONDING (M) IS DIVIDED BY THE "TOTAL" RESPONDING FOR THAT ROW.

REFERRING TO THE EXAMPLE, LOOK DOWN THE LEFT SIDE OF THE PAGE AT THE RESPONSES TO Q.1. FIND THE ANSWER "DEFINITELY WOULD BUY IT": NOW GO ACROSS TO THE 8TH COLUMN UNDER "FEMALE": YOU SHOULD HAVE ARRIVED AT THE NUMBER "344". THIS MEANS THAT 344 OF THE FEMALE RESPONDENTS SAID THAT THEY "DEFINITELY WOULD BUY THE PRODUCT". THE TOP PERCENTAGE IS TELLING YOU THAT 40.5% OF THE FEMALE RESPONDENTS DEFINITELY WOULD BUY THE PRODUCT (344 / 850 = 40.5%). THE BOTTOM PERCENTAGE IS TELLING YOU THAT 55.0% OF THE RESPONDENTS WHO SAID THEY DEFINITELY WOULD BUY THE PRODUCT WERE FEMALES (344 / 626 = 55.0%).

* THESE ROWS ARE PRESENTED ON RESPONSE BASED TABLES ONLY. IF YOUR TABLE HAS NOT BEEN RESPONSE BASED, THE "NO ANSWER" WILL FALL AT THE END OF THE TABLE, AND THE "TOTAL ANSWERING" ROW WILL NOT BE DISPLAYED.

(D) BASE - TOTAL RETURNS

							(F)							
	i	PURCHASE INTENT		AGE		SEX		IN	COME			GEOGRA REG	APHIC ON	
	TOTAL	TOP BOTTO	2 40	40-60	0VER 60	MALE F	EMALE ==== =	===== =	49.9K &		=			WEST
-	Α	В С	D	E	F	G	Н	I)	K	L	M	N	0
(G) TOTAL	1598 100.0% 1 100.0%	981 29 00.0% 100. 61.4% 18.	0% 100.0%	591 100.0% 37.0%	474 100.0% 29.7%	700 100.0% 43.8%	898 100.0% 56.2%	500 100.0% 31.3%	699 100.0% 43.7%	399 100.0% 25.0%	485 100.0% 30.4%	321 100.0% 20.1%	481 100.0% 30.1%	311 100.0% 19.5%
PURCHASE INTENT														
(H) NO ANSWER	94 5.9% 100.0%	0.0% 0.	0 35 0% 6.6% 0% 37.2%	38 6.4% 40.4%	21 4.4% 22.3%	46 6.6% 48.9%	48 5.3% 51.1%	28 5.6% 29.8%	48 6.9% 51.1%	18 4.5% 19.1%	28 5.8% 29.8%	17 5.3% 18.1%	32 6.7% 34.0%	17 5.5% 18.1%
(I) TOTAL ANSWERING	1504 94.1% 1 100.0%	981 29 00.0% 100. 65.2% 19.	.0% 93.4%	553 5 93.6% 5 36.8%	453 95.6% 30.1%	654 93.4% 43.5%	850 94.7% 56.5%	472 94.4% 31.4%	651 93.1% 43.3%	381 95.5% 25.3%	457 94.2% 30.4%	304 94.7% 20.2%	449 93.3% 29.9%	294 94.5% 19.5%
NET - TOP 2 BOX	981 65.2% 1 100.0% 1		0 343 .0% 68.9% .0% 35.0%	356 64.4% 8F 36.3%		423 64.7% 43.1%	558 65.6% 56.9%	305 64.6% 31.1%	424 65.1% 43.2%	252 66.1% 25.7%	309 67.6% 31.5%			201 68.4% 20.5%n
Definitely would buy it (5)	626 41.6% 100.0% 1	626 63.8% 0 100.0%C 0	0 233 .0% 46.89 .0% 37.29	218 % 39.4% %E 34.8%	175 38.6% 28.0%	282 43.1% 45.0%	344 40.5% 55.0%	211 44.7% 33.7%	278 42.7% K 44.4%	137 36.0% K 21.9%	180 39.4% 28.8%	121 39.8% 19.3%	185 41.2% 29.6%	140 47.6% 22.4%Lmn
Probably would buy it (4) (3)	355 23.6% 100.0%	355 36.2% 0 100.0%C 0	0 110 .0% 22.19		107 23.6% 30.1%	141 21.6% 39.7%	214 25.2% 60.3%	94 19.9% 26.5%			129 28.2% I 36.3% O	70 23.0% N 19.7%	95 21.2% 26.8%	61 20.7% 17.2%
Might or might not buy it (3)	226 15.0% 100.0%		0 67 .0% 13.59 .0% 29.69			108 16.5% 47.8%		84 17.8% 37.2%	87 13.4% 3 38.5%	55 14.4% 24.3%	62 13.6% 27.4%	52 5 17.19 5 23.09	77 3 17.1% 30 34.1%	35 11.9% 5 15.5%
Probably would not buy it (2)	199 13.2% 100.0%	0.0% 67	99 53 .0% 10.69 .0%B 26.69	84 % 15.2% % 42.2%	62 13.7% D 31.2%	79 12.1% 39.7%	120 14.1% 60.3%	59 12.5% 29.6%	87 13.4% 43.7%				50 3 11.1% 3 25.1%	20.6%
Definitely would not buy it (1)	98 6.5% 100.0%	0.0% 33	98 35 .0% 7.0 .0%B 35.7	30 % 5.4% % 30.6%	33 7.3% 33.7%	44 6.7% 44.9%		24 5.1% 24.5%	53 8.1% 54.1%	21 5.5% 1 21.4%				17 5.8% L 17.3%
NET - BOTTOM 2 BOX	297 19.7% 100.0%	0.0% 100	97 88 0.0% 17.7 0.0%B 29.6	% 20.6%	95 6 21.0% 6 32.0%	123 18.8% 41.4%	174 20.5% 58.6%	83 17.69 27.99	140 8 21.59 8 47.19		86 18.89 29.09	61 6 20.19 6 20.59	92 % 20.5% % 31.0%	58 19.7% 19.5%
(K) MEAN STD DEV STD ERROR	3.81 1.28 0.033	4.64C 1. 0.48 0. 0.015 0.0	47 1.29		3.73 1.30 0.061	3.82 1.29 0.050	3.79 1.28 0.044	3.87 1.25 0.058	3.78 1.34 0.052	3.77 1.23 0.063	3.83 1.22 0.057	3.77 1.27 0.073	3.74 1.34 0.063	3.90n 1.29 0.075
Columns Tested (5	5%, 10% r	isk level)	– B/C –	D/E/F -	- G/H -	I/3/K -	L/M/N/	0						
STD ERROR Columns Tested (STD (L) TO							N	FO I	Reso	earc	h In	ıc.		

PROJECT SUMMARY

JOB # 37102

A. BACKGROUND

THE RESULTS OF A CIGAR NON-SMOKER STUDY ARE ENCLOSED. THIS RESEARCH WAS CONDUCTED FOR THE CAMBRIDGE GROUP BY NFO RESEARCH, INC., TOLEDO, OHIO DURING THE MONTHS OF SEPTEMBER AND OCTOBER, 1998.

. . .

B. OBJECTIVES

THE OBJECTIVES OF THIS RESEARCH WERE TO EXAMINE NON-SMOKER ATTITUDES AS WELL AS GENERAL OPINIONS TOWARD CIGARS.

C. PROJECT DESIGN

ON SEPTEMBER 1, 1998, A 4-PAGE QUESTIONNAIRE WAS MAILED TO 450 NFO MEMBERS WHO RECENTLY INDICATED ON A MULTICARD THAT THEY DID NOT SMOKE CIGARS, WERE 21-65 YEARS OLD AND HAD A HOUSEHOLD INCOME OF \$75,000+.

ON SEPTEMBER 30, 1998, AFTER ALLOWING FOR AN ANSWERING PERIOD, THE RETURNS WERE CLOSED FOR MACHINE TABULATION. AT THAT TIME, THERE WERE 206 HOUSEHOLDS RETURNING, REPRESENTING 46% OF THE TOTAL MAILING TO HOUSEHOLDS. A COPY OF THE 4-PAGE QUESTIONNAIRE AND BANNER DEFINITIONS CAN BE FOUND IN THE APPENDIX SECTION OF THIS REPORT.

FOOTNOTE: ALTHOUGH THE BASE OF EACH TABLE IS SHOWN TO BE 100.0%, THE INDIVIDUAL ITEMS MAY ADD TO SLIGHTLY MORE OR LESS DUE TO MACHINE CALCULATING.

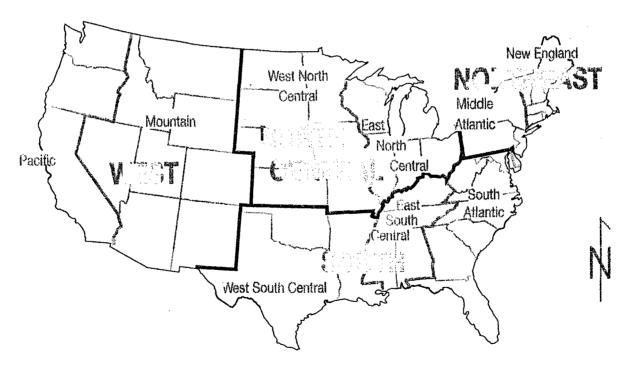
	Tota	al Outgo	Total	Returns
TOTAL	450	100.0%	206	100.0%
GEOGRAPHIC DIVISIONS				
New England	25	5 . 6%	8	3.9%
Middle Atlantic	80	17.8%	35	17.0%
East North Central	87	19.3%	48	23.3%
West North Central	22	4.9%	8	3.9%
South Atlantic	80	17.8%	43	20.9%
East South Central	19	4.2%	5	2.4%
West South Central	37	8.2%	20	9.7%
Mountain	22	4.9%	8	3.9%
Pacific	78	17.3%	31	15.0%
MARKET SIZE				
Under 100,000	32	7.1%	19	9.2%
100,000 - 499,999	42	9.3%	23	11.2%
500,000 - 1,999,999	92	20.4%	45	21.8%
2,000,000 and over	284	63.1%	119	57.8%

	Tota	al Outgo	Total	Returns
TOTAL	450	100.0%	206	100.0%
HEAD OF HOUSEHOLD AGE				
Under 30 years	15	3.3%	7	3.4%
30 - 39 years	114	25.3%	45	21.8%
40 - 49 years	145	32.2%	68	33.0%
50 - 59 years	107	23.8%	55	26.7%
60 years and over	22	4.9%	8	3.9%
NON-FAMILY HOUSEHOLDS				
Male under 35	6	1.3%	1	. 5%
Male 35 and over	16	3.6%	7	3.4%
Female under 35	5	1.1%	4	1.9%
Female 35 and over	20	4.4%	11	5.3%
ANNUAL HOUSEHOLD INCOME				
Under \$15,000	0	.0%	0	.0%
\$15,000 - \$29,999	0	.0%	0	. 0%
\$30,000 - \$49,999	0	.0%	0	.0%
\$50,000 - \$74,999	0	.0%	0	.0%
\$75,000 and over	450	100.0%	206	100.0%
HOUSEHOLD SIZE				
1	24	5.3%	13	6.3%
2	180	40.0%	87	42.2%
3	95	21.1%	40	19.4%
4	101	22.4%	44	21.4%
5 or more	50	11.1%	22	10.7%

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REGIONS AND DIVISIONS OF THE U.S. BUREAU OF THE CENSUS



Burns, U.S. P. Comment of Commerce, Bureau of the Cans

JOB: 37102 CIGAR NON-SMOKER STUDY

Banner	Page	Table
А	1 - 2	Q1. Just to keep our records up-to-date, can we please have your age and sex? – Age Base: Total Respondents
A	3	Q1. Just to keep our records up-to-date, can we please have your age and sex? - Gender Base: Total Respondents
A	4 - 10	Qla. On the scale below, please rate each of the following - Top Box Summary Base: Total Answering
A	11 ~ 17	Qla. On the scale below, please rate each of the following - Top 2 Box Summary Base: Total Answering
Α	18 - 26	Qla. On the scale below, please rate each of the following — Mean Summary Base: Total answering
А	27 - 28	Q1b. On the scale below, please rate each of the following — Top Box Summary Base: Total Answering
А	29 – 30	Qlb. On the scale below, please rate each of the following - Top 2 Box Summary Base: Total Answering
Α	31 - 33	Q1b. On the scale below, please rate each of the following - Mean Summary Base: Total answering
Α	34	Q2. Have you ever tried cigar smoking? Base: Total Respondents
Α	35	Q3. If you have ever tried cigar smoking, which of the following best describes the occasion First time you tried Base: Ever smoked (Q.2 Codes 2-6)
Α	36	Q3. If you have ever tried cigar smoking, which of the following best describes the occasion Second time you tried Base: Ever smoked (Q.2 Codes 2-6)
А	CAM 000846	Q3. If you have ever tried cigar smoking, which of the following best describes the occasion. – First/Second time you tried Base: Ever smoked (Q.2 Codes 2-6)

Banner	Page	Table
Α	38	Q4. Do you have any friends or family members who smoke cigars? Base: Total Respondents
Α	39	Q5. Which of the following activities do you engage in? — Ever Done Base: Total Respondents
А	40 - 41	Q5. Which of the following activities do you engage in? - Do Regularly Base: Total Respondents
Α	42	Q5. Which of the following activities do you engage in? — Would Like To Do More Often Base: Total Respondents
A	43	Q6. Through which, if any, of the following sources have you purchased ANY products or services in the past 12 months? - Have Purchased Base: Total Respondents
A	44	Q6. Through which, if any, of the following sources have you purchased ANY products or services in the past 12 months? - Purchased 3 Times or More in Past Year Base: Total Respondents
A	45	Q7A. Have you ever purchased products through catalogs? Base: Total Respondents
А	46 - 47	Q7B. What types of products have you bought through catalogs? - For Self Base: Have purchased products through catalogs (Q.7A Code 1)
Α	48 - 49	Q7B. What types of products have you bought through catalogs? – As A Gift Base: Have purchased products through catalogs (Q.7A Code 1)
A	50	Q7C. Approximately how much did you spend in the past 12 months on shopping through catalogs? Base: Have purchased products through catalogs (Q.7A Code 1)
A	51 - 54	Q7D. Which of the following catalogs do you purchase from regularly, at least once per year? Base: Have purchased products through catalogs (Q.7A Code 1)
A 0 50	55 - 69	Q. Demographics BASE: Total Respondents

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JOB: 37102 CIGAR NON-SMOKER STUDY

Banner

Page

Table

70 - 71

Q. Banner A BASE: Total Respondents

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Q1. Just to keep our records up-to-date, can we please have your age and sex? - Age Base: Total Respondents

			GEND	ER	AGE				INCOME		MARITAL STATUS									
	Ţ	OTAL	MEN	WOMEN	30-54	25-34	35-44	45-54 ======	55-65 =====	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG SHOPRS	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
Total	=	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
No answer		0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 %0.0% %0.0	0.0% 0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0 %0.0% %0.0	0 0.0% 0.0%	0.0% 0.0% 0.0%
Total answering		206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
21 - 24		1 0.5% 100%	0 0.0%	1	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0.0%	0 0.0%	0 0.0%	1.0% 100.0%	0.0%	0 0.0%	1	0 0.0%	1	0.0%	0.0% 0.0% 0.0%	0.0%	0 0.0% 0.0%
Net 25 - 34		29 14.1% 100%	12 11.8% 41.4%	17 16.3% 58.6%		29 100.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%		16 14.5% 55.2%	13 13.5% 44.8%	6 42.9% 20.7%	14 18.9% 48.3%	8 7.8% 27.6%	6.7% 3.4%	28 14.7% 96.6%	9.3% 13.8%	4 18.2% 13.8%	5 10.6% 17.2%	10 12.3% 34.5%
25 – 29		9 4.4% 100%	4 3.9% 44.4%			9 31.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%			6.3% 66.7%		3 4.1% 33.3%	5 4.9% 55.6%	0 0.0% 0.0%		2.3% 11.1%	1 4.5% 11.1%	0 0.0% 0.0%	
30 - 34		20 9.7% 100%	8 7.8% 40.0%	12 11.5% 60.0%	20 12.7% 100.0%	20 69.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%		13 11.8% 65.0%	7 7.3% 35.0%	5 35.7% 25.0%	11 14.9% 55.0%	3 2.9% 15.0%	1 6.7% 5.0%	20 10.5% 100.0%	7.0% 15.0%	3 13.6% 15.0%	5 10.6% 25.0%	8 9.9% 40.0%
Net 35 - 44		62 30.1% 100%	29 28.4% 46.8%	33 31.79	62 39.5% 100.0%	0.0%	62 100.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	37 33.6% 59.7%	25 26.0% 40.3%	3 21.4% 4.8%	40 54.1% 64.5%	18 17.5% 29.0%	1 6.7% 1.6%	58 30.4% 93.5%	14 32.6% 22.6%	7 31.8% 11.3%		27 33.3% 43.5%
35 - 39		27 13.1% 100%	16 15.7%	11 10.69	27 3 17.29 4 100.09	0.0%	27 43.5% 100.0%	0 0.0%	0.0%	19 17.3% 70.4%	8.3% 29.6%	2 3 14.3% 5 7.4%	15 20.3% 55.6%	9 8.7% 33.3%	1 6.79 3.79	25 3 13.1% 5 92.6%	9.3% 14.8%	2 9.1% 7.4%	2 4.3% 7.4%	11 13.6% 40.7%
40 - 44		35 17.0% 100%	13 12.7%		35 6 22.39 6 100.09		35 56.5% 100.0%	0.0% 0.0%	0 0.0% 0.0%	18 16.49 51.49	17 17.79 48.69	1 7.1% 2.9%	25 33.8% 71.4%	9 8.7% 25.7%	0.08 0.09	33 6 17.3% 6 94.3%	10 23.3% 28.6%	5 22.7% 14.3%	7 3 14.9% 3 20.0%	16 19.8% 45.7%
Net 45 - 54	CAM 000849	75 36.4% 100%	37 36.3%	38	75 6 47.89 6 100.09	0 6 0.0%	0 3 0.0% 3 0.0%	75 100.0% 100.0%	0 80.0 80.0	42 38.29 56.09	33 34.49 44.09	4 6 28.6% 6 5.3%	18 24.39 24.09	45 43.7% 60.0%	8 53.39 10.79	69 36.19 6 92.09	17 39.5% 22.7%	7 31.8% 9.3%	21 44.7% 28.0%	
45 – 49	PROTE PROTE	35 17.0% 100%	15 14.79	20 6 19.29	35	0 K 0.0%	0 0.0% 0.0%	35 46.79 100.09	0 6 0.09 6 0.09	23 3 20.99 4 65.79	12 3 12.59 4 34.39	1 6 7.19 6 2.99	14 18.99 40.09	17 16.5% 48.6%	20.09 8.69	29 6 15.29 6 82.99	5 3 11.6% 4 14.3%	9.19 5.79	9 6 19.1% 6 25.7%	11 13.6% 31.4%
50 - 54	icτivε ο	40 19.4% 100%	22 21.69	18		0	0 %0.0% %0.0%	40 53.39 100.09	0 6 0.09 6 0.09	19 6 17.39	21 6 21.9%	3	4 5 . 49 5 . 10 . 09	28 3 27.2% 3 70.0%	33.39 3 12.59	40 6 20.99 6 100.09	12 6 27.9% 6 30.0%	5 22.79 12.59	12 6 25.5% 6 30.0%	17 21.0% 42.5%
Net 55±	ORDER	39 18.9%	24 23.59	15 6 14.4	6 0.0s	0 6 0.09	0 6 0.0%	0.09	39 6 100.09 6 100.09	15 6 13.69 6 38.59	24 6 25.05	1 6 7.19	2 3 2.79	31 30.1% 79.5%	5 33.39 3 12.89	35 6 18.39 6 89.79	8 6 18.69 6 20.59	4 18.29 10.39	12 6 25.5% 6 30.8%	
55 - 59		27 13.1%	16 15.79	11 6 10.6	0.05 % 0.05	0 8 0.09	6 0.09	0 6 0.09 6 0.09	27 6 69.29 8 100.0 9	9 6 8.29 6 33.39	18 6 18.8 6 66.7	0 6 0.09 6 0.09	2 6 2.79 6 7.49	21 6 20.4% 6 77.8%	4 26.79 14.89	23 6 12.09 8 85.29	6 6 14.09 6 22.29	3 13.69 11.19	9 % 19.1% % 33.3%	12 4 14.8% 44.4%
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Q1. Just to keep our records up-to-date, can we please have your age and sex? - Age Base: Total Respondents

		GENI	DER			AGE				INCOME			MARITAL STATUS			ATALOG :			
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED	MARIED NO KIDS	SEP/	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
60+	12 5 . 8% 100%	8 7.8% 66.7%	4 3.8% 33.3%			0 0.0% 0.0%	0 0.0% 0.0%	12 30.8% 100.0%	6 5.5% 50.0%	6.3% 50.0%	7.1% 8.3%	0 0.0% 0.0%	10 9.7% 83.3%	1 6.7% 8.3%	12 6.3% 100.0%	4.7% 16.7%	1 4.5% 8.3%	3 6.4% 25.0%	4 4.9% 33.3%
Mean Std Dev Std Err	45.60 9.57 0.667	46.75 9.68 0.958	44.47 9.37 0.919	43.55 6.92 0.553	30.52 2.76 0.512	39.74 2.75 0.349	49.77 2.65 0.306	58.69 2.84 0.455	44.76 9.01 0.859	46.55 10.13 1.034	40.14 10.99 2.937	40.72 6.48 0.753	49.08 9.58 0.944	50.87 8.18 2.113	45.58 9.62 0.696	46.88 8.80 1.342	45.14 10.26 2.186	48.47 8.77 1.280	46.19 8.91 0.990

Q1. Just to keep our records up-to-date, can we please have your age and sex? - Gender Base: Total Respondents

		GENDER			AGE				INCOME N			MARITAL STATUS			C/	ATALOG I	ENFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45~54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
Total	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
No answer	0 0.0% 0.0%	0 0.0%	0.0%	0.0%	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0.0%	0 0.0%	0.0%	0.0%	0.0%	0 0.0%	0 0.0%	0 0.0%	0.0%
Total answering	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	100.0% 20.9%	100.0%	47 100.0% 22.8%	81 100.0% 39.3%
Male		102 100.0% 100.0%			12 41.4% 11.8%	29 46.8% 28.4%	37 49.3% 36.3%	24 61.5% 23.5%			5 35.7% 4.9%	38 51.4% 37.3%	52 50.5% 51.0%		92 48.2% 90.2%	20 46.5% 19.6%	14 63.6% 13.7%	23 48.9x 22.59	
Female	104 50.5% 100%		104 100.0% 100.0%	83 52.9% 79.8%	17 58.6% 16.3%	33 53.2% 31.7%	38 50.7% 36.5%	15 38.5% 14.4%	59 53.6% 56.7%	45 46.9% 43.3%	9 64.3% 8.7%		51 49.5% 49.0%	8 53.3% 7.7%				24 51.19 523.19	

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000851

Qla. On the scale below, please rate each of the following - Top Box Summary

Base: Total Answering

		GENDER AGE						INCO)ME		MARITAL STATUS				ATALOG I	NFO			
	OTAL	MEN	WOMEN	30-54		35-44			\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO	DIVRCE, SEP/ WIDOW	/ CATLOG SHOPRS	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	
Frequent buyer or savings club programs are a waste of my time	24 11.7% 100%	16 15.8% 66.7%	8 7.7% 33.3%	17 10.9% 70.8%	3 10.3% 12.5%	5 8.1% 20.8%	10 13.5% 41.7%	5 12.8% 20.8%	12 11.0% 50.0%	12 12.5% 50.0%	1 7.1% 4.2%	6 8.2% 25.0%	13 12.6% 54.2%	4 26.7% 16.7%	22 11.6% 91.7%	5 11.6% 20.8%	3 13.6% 12.5%	6 12.8% 25.0%	11 13.6% 45.8%
I believe it's better for everyone involved if the woman takes care of the home and family	11 5.4% 100%	9.0% 81.8%	1.9% 18.2%	7 4.5% 63.6%	3.4% 9.1%	3.3% 18.2%	6.8% 45.5%	7.7% 27.3%	3.7% 36.4%	7 7.4% 63.6%	7.1% 9.1%	6.9% 45.5%	3.9% 36.4%	6.7% 9.1%	9 4.8% 81.8%	7.0% 27.3%	9.1% 18.2%		5 6.3% 45.5%
I spend more time with my friends than I do with my family	7 3.5% 100%	2.1% 28.6%	4.9% 71.4%	6 3.9% 85.7%	3.4% 14.3%	1.7% 14.3%	4 5.4% 57.1%	2.6% 14.3%	5 4.6% 71.4%	2 2.2% 28.6%	7.1% 14.3%	1.4% 14.3%	4 4.0% 57.1%	6.7% 14.3%	6 3.2% 85.7%	2 4.8% 28.6%	1 4.8% 14.3%		3.9% 42.9%
Having close friendships is critical to happiness	53 26.8% 100%	20 20.0% 37.7%	33 33.7% 62.3%	41 27.3% 77.4%	5 17.2% 9.4%	17 28.8% 32.1%	19 26.8% 35.8%	12 31.6% 22.6%	28 26.7% 52.8%	25 26.9% 47.2%	8 57.1% 15.1%	14 19.7% 26.4%	23 23.5% 43.4%	8 53.3% 15.1%	50 27.3% 94.3%	14 34.1% 26.4%	5 25.0% 9.4%		24 29.6% 45.3%
I'm so busy that when I do take time off, I really want to make my free time count	52 25.5% 100%	25 24.8% 48.1%	27 26.2% 51.9%	37 23.7% 71.2%	7 24.1% 13.5%	15 24.2% 28.8%	18 24.3% 34.6%	11 28.9% 21.2%	24 22.2% 46.2%	28 29.2% 53.8%	2 14.3% 3.8%	18 24.7% 34.6%	29 28.2% 55.8%	3 21.4% 5.8%	47 24.9% 90.4%	11 25.6% 21.2%	8 36.4% 15.4%	13 27.7% 25.0%	21 25.9% 40.4%
I'm more successful than most of the people I know	14 6.8% 100%	7.9% 57.1%	6 5.8% 42.9%	11 7.1% 78.6%	3 10.3% 21.4%	4 6.5% 28.6%	4 5.4% 28.6%	7.7% 21.4%	1.8% 14.3%	12 12.5% 85.7%	2 14.3% 14.3%	6 8.2% 42.9%	6 5.8% 42.9%	0 0.0% 0.0%	13 6.8% 92.9%	7 16.3% 50.0%	4 18.2% 28.6%		7 8.6% 50.0%
I feel guilty that I don't spend enough time with my family	10 5.0% 100%	8.1% 80.0%	1.9% 20.0%	6 3.9% 60.0%	3 10.3% 30.0%	1 1.7% 10.0%	3 4-1% 30.0%	7.9% 30.0%	6 5.6% 60.0%	4 4.3% 40.0%	7.1% 10.0%	4 5.6% 40.0%	4 3.9% 40.0%	1 6.7% 10.0%	9 4.8% 90.0%	0 0.0% 0.0%	0 0.0% 0.0%		4 5.1% 40.0%
I am more open-minded than most people	37 18.5% 100%	20 20.2% 54.1%	17 16.8% 45.9%	32 21.1% 86.5%	7 25.9% 18.9%	13 21.3% 35.1%	12 16.7% 32.4%	5 12.8% 13.5%	19 17.8% 51.4%	18 19.4% 48.6%	5 35.7% 13.5%	15 21.4% 40.5%	15 14.9% 40.5%	2 13.3% 5.4%	34 18.3% 91.9%	10 23.3% 27.0%	7 31.8% 18.9%		17 21.5% 45.9%
With all my other commitments, I don't spend as much time with my friends as I'd like to	21 10.2% 100%	10 9.9% 47.6%	11 10.6% 52.4%	8.3% 61.9%	6 20.7% 28.6%	6 9.7% 28.6%	2 2.7% 9.5%	6 15.4% 28.6%	9 8.3% 42.9%	12 12.5% 57.1%	3 21.4% 14.3%	7 9.6% 33.3%	8 7.8% 38.1%	3 20.0% 14.3%	18 9.5% 85.7%	9.3% 19.0%	3 13.6% 14.3%		10 12.3% 47.6%
What others think about me is very important	11 5.4% 100%	5.0% 45.5%	6 5.8% 54.5%	8 5.2% 72.7%	0.0% 0.0%	4 6.6% 36.4%	4 5.4% 36.4%	7.7% 27.3%	8 7.3% 72.7%	3.2% 27.3%	0 0.0% 0.0%	4 5 . 6% 36 . 4%	7 6.8% 63.6%	0 0.0% 0.0%	11 5.8% 100.0%	4.7% 18.2%	9.1% 18.2%		4 5.0% 36.4%
I try to find small victories every day	24 11.7% 100%	10 9.9% 41.7%	14 13.5% 58.3%	17 10.9% 70.8%	10.3% 12.5%	8 12.9% 33.3%	7 9.5% 29.2%	6 15.4% 25.0%	12 11.0% 50.0%	12 12.5% 50.0%	7.1% 4.2%	8 11.0% 33.3%	11 10.7% 45.8%	4 26.7% 16.7%	23 12.1% 95.8%	8 18.6% 33.3%	3 13.6% 12.5%	8 17.0% 33.3%	9 11.1% 37.5%
I wish there were more places to go that were primarily for men	8 4.0% 100%	7 7.0% 87.5%	1.0% 12.5%	2.6% 50.0%	3 10.7% 37.5%	3.3% 25.0%	0 0.0% 0.0%	7.9% 37.5%	5 4.6% 62.5%	3.2% 37.5%	7.7% 12.5%	2 2.8% 25.0%	5 4.9% 62.5%	0 0.0% 0.0%	7 3.7% 87.5%	4.9% 25.0%	9.5% 25.0%	3 6.7% 37.5%	3 . 8% 3 . 5% 37 . 5%
I hate to shop	33 16.1% 100%	18 17.8% 54.5%	15 14.4% 45.5%	25 16.0% 75.8%	10.3% 9.1%	10 16.1% 30.3%	14 18.9% 42.4%	6 15.4% 18.2%	13 11.9% 39.4%	20 20.8% 60.6%	0 0.0% 0.0%	13 17.8% 39.4%	18 17.5% 54.5%	13.3% 6.1%	31 16.3% 93.9%	6 14.0% 18.2%	2 9.1% 6.1%		13 16.0% 39.4%
I have less leisure time than I used to	53 26.2% 100%	23 23.2% 43.4%	30 29.1% 56.6%	43 27.9% 81.1%	15 51.7% 28.3%	19 31.1% 35.8%	11 15.1% 20.8%	8 21.1% 15.1%	28 25.9% 52.8%	25 26.6% 47.2%	3 21.4% 5.7%	21 29.6% 39.6%	25 24.5% 47.2%	4 26.7% 7.5%	53 28.3% 100.0%	14 34.1% 26.4%	6 28.6% 11.3%		21 26.6% 39.6%
NFO #37102-010101								ma	-										

Qla. On the scale below, please rate each of the following - Top Box Summary

Base: Total Answering

		GEND	ER	AGE					INCOME			MARITAL STATUS							
	TOTAL		WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO	DIVRCE, SEP/ WIDOW	CATLOG		HEAVY SPEND KEY CAT		EVER SMOKED CIGARS
I think companies should take better care of their loyal customers	72 35.3% 100%	30 30.0% 41.7%	42 40.4% 58.3%	55 35.5% 76.4%	13 44.8% 18.1%	21 34.4% 29.2%	23 31.1% 31.9%	14 35.9% 19.4%	38	34 35.8% 47.2%	6 42.9% 8.3%	21 28.8% 29.2%	40 39.2% 55.6%	33.3% 6.9%	93.1%	15 35.7% 20.8%	9 42.9% 12.5%	25.0%	24 30.0% 33.3%
I like loyalty programs like frequent flyer or frequent shopper programs	41 20.2% 100%	20 20.2% 48.8%	21 20.2% 51.2%	28 18.2% 68.3%	7 24.1% 17.1%	12 19.7% 29.3%	12 16.4% 29.3%	10 25.6% 24.4%		22 23.4% 53.7%	3 21.4% 7.3%	9 12.5% 22.0%	26 25.5% 63.4%	20.0% 7.3%	38 20.2% 92.7%	11.6% 12.2%	4.5% 2.4%	41.5%	17.5% 34.1%
Being the best at my job is extremely important to me	88 43.3% 100%	36 36.4% 40.9%	52 50.0% 59.1%	65 42.2% 73.9%		23 38.3% 26.1%	35 47.3% 39.8%	16 41.0% 18.2%	51.1%	43 45.7% 48.9%	6.8%	25.0%	60.2%		93.2%	18.2%	7 31.8% 8.0%		
I prefer stores that offer expert advice and assistance	27 13.2% 100%	12 11.9% 44.4%	15 14.4% 55.6%	18 11.5% 66.7%	13.8% 14.8%	8.1% 18.5%	10 13.5% 37.0%		15 13.8% 55.6%	44.4%	3.7%	29.6%	59.3%	7.4%	96.3%	14.0% 22.2%	18.2% 14.8%		13.6%
I consider myself to be very fashion conscious	14 6.8% 100%	7 6.9% 50.0%	7 6.7% 50.0%			3.2% 14.3%	4 5.4% 28.6%	12.8% 35.7%	3.7% 28.6%	10 10.4% 71.4%	0 0.0% 0.0%	4.1% 21.4%	10 9.7% 71.4%	6.7% 7.1%		35.7%	13.6%	17.0% 57.1%	7.4% 42.9%
I enjoy taking risks	11 5.4% 100%	4 4.0% 36.4%	7 6.7% 63.6%			3 4.8% 27.3%		0 0.0% 0.0%			9.1%	9.1%	72.7%	9.1%	90.9%	27.3%	18.2%	6.4%	4.9% 36.4%
I wish I knew more about the products I buy a lot of	2.9% 100%	4 4.0% 66.7%	1.9% 33.3%		3.4% 16.7%			2 5.1% 33.3%	66.7%	33.3%	0.0%	0.0%	100.0%	0 0.0% 0.0%	100.09	0.0%		16.7%	0.0%
I like it when companies or brands that I am loyal to recognize me for my loyalty	3 49 23.9% 100%	19 18.8% 38.8%	30 28.8% 61.2%	38 24.4% 77.6%	9 31.0% 18.4%		17 23.0% 34.7%	20.5% 16.3%	27 5 24.8% 55.1%	22 22.9% 44.9%	3 21.49 6.19	14 19.2% 28.6%	25 24.3% 51.0%	7 46.7% 14.3%	6 95.99	8 18.6% 16.3%	31.89 14.39	12 6 25.5% 6 24.5%	34.7%
I usually shop around to find the best price	39 19.0% 100%	22 21.8% 56.4%	17 16.3% 43.6%		6 3 20.7% 3 1 5.4%	13 21.0% 33.3%	10 13.5% 25.6%	10 25.69 25.69	18 6 16.5% 6 46.2%	21 21.98 53.88	0 80.0 80.0	20 5 27.4% 5 51.3%	17 16.59 43.69	13.39 6 5.19	37 6 19.59 6 94.99		5.19		
I spend most of my free time with my family	70 34.3% 100%		40 38.8% 57.1%	57 36.59 81.49	12 41.4% 17.1%	25 40.3% 35.7%	23 31.19 32.99	9 23.79 12.99	34 6 31.2% 6 48.6%	36 37.99 51.49	0.09 6 0.09	38 52.19 54.39	31 30.49 44.39		65 6 34.49 6 92.99	9 6 20.9% 6 12.9%	22.79 7.19		32.9%
Its worth it to pay a little extra when a store offers good service	36 17.6% 100%				5 6 17.2% 6 13.9%	9 14.5% 25.0%	14 38.99 38.99	8 20.59 3 22.29	17 6 15.69 6 47.29	19 3 19.89 3 52.89	7.19 6 2.89	12 6 16.49 6 33.39		3 6 20.09 6 8.39	6 94.49				10 6 12.3% 6 27.8%
I frequently entertain guests at home	12 5 . 9% 100%			9 6 5.89 6 75.09			1 1 49 6 8 39	3 7.79 6 25.09	7 6 6.49 6 58.39	5 5.29 41.79		6 58.39	16.79		83.39			6 50.09	6 58.3%
It's worth it to me to spend extra for the bes quality	37 t 18.1% 100%	16 16.0% 43.2%	21 20.29 56.89		6 13.8 9	14 5 22.69 5 37.89		10 6 26.39 6 27.09	17 % 15.79 % 45.99	20 6 20.89 6 54.19	5 6 35.79 6 13.59	10 6 13.79 6 27.09	19 6 18.69 6 51.49	3 20.09 8 8.19	34 % 18.09 % 91.99		18.29 10.89		

Qla. On the scale below, please rate each of the following - Top Box Summary

Base: Total Answering

		GENDE	R			AGE			INCO	ME		MARITAL	STATUS		CA	TALOG I	NFO		
TOTA					25-34 =====				\$75K- \$99.9K		SINGLE	MARIED KIDS	NO KIDS	WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	
important for a wife to 3.		4 4.0% 0.0%	4 3.9% 50.0%	3 1.9% 37.5%	1 3.4% 12.5%	1 1.6% 12.5%	2 2.7% 25.0%	4 10.3% 50.0%	2 1.9% 25.0%	6.3% 75.0%	0 0.0% 0.0%	3 4.1% 37.5%	5 4.9% 62.5%	0.0% 0.0%	7 3.7% 87.5%	2 4.8% 25.0%	9.1% 25.0%	4.3% 25.0%	3.7% 37.5%
		3 3.0% 7.5%	4.8% 62.5%	7 4.5% 87.5%	3 10.3% 37.5%	3.2% 25.0%	3 4.1% 37.5%	0.0% 0.0%	3.7% 50.0%	4 4.2% 50.0%	7.1% 12.5%	1.4% 12.5%	6 5.9% 75.0%	0.0% 0.0%	4 . 2% 100 . 0%	2.3% 12.5%	4.5% 12.5%	0.0% 0.0% 0.0%	6.3% 62.5%
best at all times is 12.	. 2% 1.2		12 11.5% 48.0%	16 10.3% 64.0%	3 10.3% 12.0%	8.1% 20.0%	10 13.5% 40.0%	7 17.9% 28.0%	12 11.0% 48.0%	13 13.5% 52.0%	2 14.3% 8.0%	6.8% 20.0%	16 15.5% 64.0%	13.3% 8.0%	21 11.1% 84.0%	9.3% 16.0%	9.1% 8.0%	7 14.9% 28.0%	13 16.0% 52.0%
to spend with my friends 9.	19 . 4% - 8 20% - 42		11 10.6% 57.9%	14 9.0% 73.7%	5 17.2% 26.3%	6 9.7% 31.6%	5.4% 21.1%	8.1% 15.8%	8 7.4% 42.1%	11 11.6% 57.9%	2 14.3% 10.5%	7 9.6% 36.8%	8.9% 47.4%	6.7% 5.3%	19 10.1% 100.0%	7 16.3% 36.8%	3 13.6% 15.8%	5 10.9% 26.3%	8 10.1% 42.1%
luxuries of life 24.		23 2.8% 6.9%	26 25.2% 53.1%	37 23.9% 75.5%	7 25.0% 14.3%	14 22.6% 28.6%	19 25.7% 38.8%	8 20.5% 16.3%	34 31.5% 69.4%	15 15.6% 30.6%	2 14.3% 4.1%	20 27 . 8% 40 . 8%	23 22.3% 46.9%	4 26.7% 8.2%			13.6% 6.1%	5 10.6% 10.2%	
myself than most people 12.	.7% 12	12 2.0% 6.2%	14 13.5% 53.8%	25 16.1% 96.2%	5 17.2% 19.2%	9 14.5% 34.6%	11 15 . 1% 42 . 3%	1 2.6% 3.8%	13 11.9% 50.0%	13 13.7% 50.0%	2 14.3% 7.7%	15 20.8% 57.7%	9 8.7% 34.6%	0 0.0% 0.0%	24 12.7% 92.3%	4 9.5% 15.4%	2 9.5% 7.7%	10 21.7% 38.5%	9 11.3% 34.6%
myself to some of life's 21.	43 . 1% 15 00% 34	15 5.0% 4.9%	28 26.9% 65.1%	32 20.5% 74.4%	5 17.2% 11.6%	10 16.1% 23.3%	20 27.0% 46.5%	7 18.4% 16.3%	14 13.0% 32.6%	29 30.2% 67.4%	14.3% 4.7%	12 16.4% 27.9%	24 23.5% 55.8%	5 33.3% 11.6%	42 22.2% 97.7%	15 34.9% 34.9%	8 36.4% 18.6%	21 45.7% 48.8%	
interested in adventure, 9.		8 7.9% 0.0%	12 11.5% 60.0%	16 10.3% 80.0%	3 10.3% 15.0%	8 12.9% 40.0%	5 6.8% 25.0%	4 10.3% 20.0%		6.3% 30.0%	0 0.0% 0.0%		10 9.7% 50.0%				9.1% 10.0%		
successful 17.			14 13.6% 40.0%	26 16.8% 74.3%	4 13.8% 11.4%	9 14.8% 25.7%	13 17.6% 37.1%	9 23.1% 25.7%	9 8.3% 25.7%				19 18.4% 54.3%			13 31.0% 37.1%	6 28.6% 17.1%		
I like to go to the most popular restaurants and 2. bars 10		3 3.0% 0.0%	2.9% 50.0%	4 2.6% 66.7%	6.9% 33.3%	0 0.0% 0.0%	3 4.1% 50.0%	2.6% 16.7%	3 2.8% 50.0%	3.1% 50.0%	0 0.0% 0.0%		3 2.9% 50.0%	6.7% 16.7%	2.6% 83.3%	1 2.3% 16.7%	4.5% 16.7%		
latest movies 12		16 5.8% 4.0%	9 8.7% 36.0%	16 10.3% 64.0%	5 17.2% 20.0%	8 12.9% 32.0%	4 5.4% 16.0%		16 14.7% 64.0%			7 9.6% 28.0%	12 11.7% 48.0%	3 20.0% 12.0%	22 11.6% 88.0%	5 11.6% 20.0%	13.6% 12.0%	12 25.5% 48.0%	
and different places to 22	46 .5% 1 00% 4	19 9.0% 1.3%	27 26.0% 58.7%	33 21.3% 71.7%	8 27.6% 17.4%	12 19.4% 26.1%	14 19.2% 30.4%	28.2% 23.9%	26 23.9% 56.5%	20 21.1% 43.5%	28.6% 8.7%	14 19.2% 30.4%	21 20.6% 45.7%	7 46.7% 15.2%	42 22.2% 91.3%	7 5 16.3% 5 15.2%			
adventurous than most 12	26 .7% 1 00% 5	13 2.9% 0.0%	13 12.5% 50.0%	18 11.5% 69.2%	4 13.8% 15.4%	3 4.8% 11.5%	12 16.2% 46.2%	7 17.9% 26.9%	14 12.8% 53.8%	12 12.5% 46.2%		9 12.3% 34.6%	13 12.6% 50.0%	13.3% 7.7%	24 5 12.69 5 92.39	7 16.3% 26.9%	18.2% 15.4%	10 21.3% 38.5%	10 12.3% 38.5%
my life 29		29 8.7% 7.5%	32 30.8% 52.5%			22 35.5% 36.1%					3 21.4% 4.9%								27 33.3% 44.3%

NFO #37102-010101

NFO Research Inc.

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Qla. On the scale below, please rate each of the following - Top Box Summary

Base: Total Answering

		GENI	DER			AGE			INCO)ME		MARITA	STATUS	S	C	ATALOG 1	NFO		
	TOTAL	MEN		30-54		35-44 =====	45-54	55-65 =====	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO	DIVRCE, SEP/ WIDOW	CATLOG		HEAVY SPEND KEY CAT	HEAVY INDLGR	
I like it when companies send me information about their products	24 11.7% 100%	8 7.9% 33.3%	16 15.4% 66.7%	15 9.6% 62.5%	5 17.2% 20.8%	8 12.9% 33.3%	6.8% 20.8%	6 15.4% 25.0%	13 11.9% 54.2%	11 11.5% 45.8%	1 7.1% 4.2%	7 9.6% 29.2%	14 13.6% 58.3%	2 13.3% 8.3%	23 12.1% 95.8%	9.3% 16.7%	9.1% 8.3%	6 12.8% 25.0%	4 4.9% 16.7%
I have difficulty juggling work and family demands	13 6.4% 100%	6.0% 46.2%	7 6.7% 53.8%	5.2% 61.5%	1 3.4% 7.7%	3 4.8% 23.1%		4 10.3% 30.8%	5 4.6% 38.5%	8.4% 61.5%		6.9% 38.5%	6 5.8% 46.2%	6.7% 7.7%	12 6.3% 92.3%	9.5% 30.8%	9.5% 15.4%	6 13.0% 46.2%	2.5% 15.4%
I have no interest in any kind of communication or dialogue with manufacturers of products I buy	14 6.8% 100%	11 10.9% 78.6%	3 2.9% 21.4%		0.0% 0.0%	9.7% 42.9%		4 10.3% 28.6%		8 8.3% 57.1%	14.3% 14.3%	7 9.6% 50.0%	5 4.9% 35.7%	0 80.0 80.0	11 5.8% 78.6%		9.1% 14.3%	4 8.5% 28.6%	6.2% 35.7%
Once I find a brand that satisfies me, I usually don't experiment with new ones		14 13.9% 58.3%	9.6% 41.7%	15 9.6% 62.5%	3 10.3% 12.5%	7 11.3% 29.2%	8.1% 25.0%	20.5% 33.3%	12 11.0% 50.0%	12 12.5% 50.0%	7.1% 4.2%	13 17.8% 54.2%	8.7% 37.5%	6.7% 4.2%	22 11.6% 91.7%	4.7% 8.3%	1 4.5% 4.2%	12.8% 25.0%	6 7.4% 25.0%
All these marketing ploys by companies such as frequent shopper or purchaser programs are just ways of trying to manipulate consumers	30 14.9% 100%	18 18.0% 60.0%			0 0.0% 0.0%		13 18.1% 43.3%	10 25.6% 33.3%	17 15.9% 56.7%	13 13.7% 43.3%	0 0.0% 0.0%	9 12.5% 30.0%	21 20.8% 70.0%	0 0.0% 0.0%	26 13.9% 86.7%	7.1% 10.0%	9.1% 6.7%	7 14.9% 23.3%	13 16.3% 43.3%
My work requires me to work long hours	43 21.0% 100%	21 20.8% 48.8%		32 20.5% 74.4%	8 27.6% 18.6%	13 21.0% 30.2%	14 18.9% 32.6%	20.5% 18.6%	19 17.4% 44.2%	24 25.0% 55.8%	21.4% 7.0%	17 23.3% 39.5%	18 17.5% 41.9%		39 20.5% 90.7%	10 23.3% 23.3%	18.2% 9.3%	13 27.7% 30.2%	17 21.0% 39.5%
My home is my pride and joy	32 15.5% 100%	14 13.7% 43.8%	18 17.3% 56.3%	19 12.1% 59.4%	4 13.8% 12.5%	8 12.9% 25.0%	9 12.0% 28.1%	10 25.6% 31.3%	16 14.5% 50.0%	16.7% 50.0%	14.3% 6.3%	11 14.9% 34.4%	18 17.5% 56.3%	6.7% 3.1%	29 15.2% 90.6%	4 9.3% 12.5%	1 4.5% 3.1%	6 12.8% 18.8%	9 11.1% 28.1%
I don't mind sharing information with companies if it will result in improved products or services	56 27.2% 100%	28 27.5% 50.0%		38 24.2% 67.9%	7 24.1% 12.5%	15 24.2% 26.8%	19 25.3% 33.9%	15 38.5% 26.8%	30 27.3% 53.6%	26 27.1% 46.4%	14.3% 3.6%	14 18.9% 25.0%	34 33.0% 60.7%	6 40.0% 10.7%	52 27.2% 92.9%	11 25.6% 19.6%	18.2% 7.1%	16 34.0% 28.6%	
I believe that when you are shopping for an item it is always better to go to a store that specializes in that one kind of item	12 5.8% 100%	7 6.9% 58.3%			2 6.9% 16.7%				5 4.5% 41.7%			3 4.1% 25.0%			11 5.8% 91.7%		1 4.5% 8.3%		
Relationships with manufacturers of products I buy a lot of are important to me	11 5.4% 100%			9 5.8% 81.8%	6.9% 18.2%		5.5% 36.4%	5.1% 18.2%	7 6.4% 63.6%	4 4.2% 36.4%	7.1% 9.1%		3.9% 36.4%			4.7% 18.2%	9.1% 18.2%		4 5.0% 36.4%
Shopping by catalog is too expensive to do regularly	18 8.7% 100%	9 8.8% 50.0%			4 13.8% 22.2%												1 4.5% 5.6%		7 8.6% 38.9%

Qla. On the scale below, please rate each of the following – Top Box Summary $\,$

Base: Total Answering

		GENI	DER			AGE			INCO	DME		MARITAL	STATUS	S 	C.	ATALOG I	NFO		
	TOTAL	MEN			25-34 =====		45-54 =====	55-65 =====		\$100K+	SINGLE	MARIED KIDS	NO	DIVRCE, SEP/ WIDOW	CATLOG SHOPRS	SPEND	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
I love to shop for products that personally interest me	36 17.5% 100%	11 10.8% 30.6%	25 24.0% 69.4%	28 17.8% 77.8%	9 31.0% 25.0%	10 16.1% 27.8%	11 14.7% 30.6%	6 15.4% 16.7%	19 17.3% 52.8%	17 17.7% 47.2%	6 42.9% 16.7%	12 16.2% 33.3%	16 15.5% 44.4%	2 13.3% 5.6%	34 17.8% 94.4%	8 18.6% 22.2%	5 22.7% 13.9%	13 27.7% 36.1%	13 16.0% 36.1%
I take time out to make the most of everyday special occasions	22 10.7% 100%	7 6.9% 31.8%	15 14.4% 68.2%	15 9.6% 68.2%	17.2% 22.7%	5 8.1% 22.7%	8.0% 27.3%	6 15.4% 27.3%	10 9.1% 45.5%	12 12.5% 54.5%	28.6% 18.2%	8 10.8% 36.4%	8 7.8% 36.4%	13.3% 9.1%	20 10.5% 90.9%	5 11.6% 22.7%	3 13.6% 13.6%	5 10.6% 22.7%	4 4.9% 18.2%
I enjoy spending money on my home	39 19.0% 100%	12 11.8% 30.8%	27 26.2% 69.2%	26 16.7% 66.7%	7 24.1% 17.9%	9 14.5% 23.1%	13 17.6% 33.3%	10 25.6% 25.6%	18 16.5% 46.2%	21 21.9% 53.8%	14.3% 5.1%	13 17.6% 33.3%	21 20.6% 53.8%	3 20.0% 7.7%	38 20.0% 97.4%	19.0% 20.5%	23.8% 12.8%	11 23.9% 28.2%	9 11.1% 23.1%
Relationships are important to me	108 52.4% 100%	41 40.2% 38.0%	67 64 . 4% 62 . 0%	88 56.1% 81.5%	18 62.1% 16.7%	34 54.8% 31.5%	41 54.7% 38.0%	15 38.5% 13.9%	60 54.5% 55.6%	48 50.0% 44.4%	11 78.6% 10.2%	41 55.4% 38.0%	46 44.7% 42.6%	10 66.7% 9.3%	100 52.4% 92.6%	21 48.8% 19.4%	10 45.5% 9.3%	22 46.8% 20.4%	38 46.9% 35.2%
Privacy is a big concern of mine	66 32.4% 100%	30 29.7% 45.5%	36 35.0% 54.5%	50 32.1% 75.8%	14 48.3% 21.2%	21 33.9% 31.8%	17 23.0% 25.8%	13 34.2% 19.7%	37 33.9% 56.1%	29 30.5% 43.9%	7 50.0% 10.6%	25 33.8% 37.9%	29 28.7% 43.9%	33.3% 7.6%	61 32.3% 92.4%	15 34.9% 22.7%	11 50.0% 16.7%	14 30.4% 21.2%	24 30.0% 36.4%
My lifestyle is hectic	39 19.0% 100%	16 15.7% 41.0%	23 22.3% 59.0%	28 17.9% 71.8%	9 31.0% 23.1%	12 19.7% 30.8%	10 13.3% 25.6%	8 20.5% 20.5%	17 15.6% 43.6%	22 22.9% 56.4%	21.4% 7.7%	18 24.7% 46.2%	15 14.6% 38.5%	3 20.0% 7.7%	34 17.9% 87.2%	9 20.9% 23.1%	13.6% 7.7%	12 25.5% 30.8%	17 21.3% 43.6%
I love catalogs	39 18.9% 100%	7.8% 20.5%	31 29.8% 79.5%	28 17.8% 71.8%	5 17.2% 12.8%	14 22.6% 35.9%	12 16.0% 30.8%	7 17.9% 17.9%	15 13.6% 38.5%	24 25.0% 61.5%	7.1% 2.6%	14 18.9% 35.9%	21 20.4% 53.8%	3 20.0% 7.7%		14 32.6% 35.9%	7 31.8% 17.9%	10 21.3% 25.6%	9 11.1% 23.1%
Being a good parent is extremely important to me	122 82.4% 100%	58 77.3% 47.5%	64 87.7% 52.5%	94 83.2% 77.0%	17 94.4% 13.9%	38 84.4% 31.1%	44 80.0% 36.1%	23 76.7% 18.9%	64 83.1% 52.5%	58 81.7% 47.5%	50.0% 0.8%	64 86.5% 52.5%	51 78.5% 41.8%	6 85.7% 4.9%		23 79.3% 18.9%	10 66.7% 8.2%	29 82.9% 23.8%	49 80.3% 40.2%
I am comfortable being separate from the crowd	68 33.7% 100%	34 34.3% 50.0%	34 33.0% 50.0%	54 35.1% 79.4%	11 37.9% 16.2%	16 25.8% 23.5%	29 40.3% 42.6%	12 31.6% 17.6%	37 34.6% 54.4%	31 32.6% 45.6%	4 28.6% 5.9%	22 29.7% 32.4%	37 37.4% 54.4%	5 33.3% 7.4%	63 33.7% 92.6%	16 37.2% 23.5%	8 36.4% 11.8%	15 31.9% 22.1%	31 38.3% 45.6%
Having close family relationships is critical to happiness	101 49.8% 100%	51 51.0% 50.5%	50 48.5% 49.5%	74 48.1% 73.3%	17 58.6% 16.8%	32 51.6% 31.7%	31 43.1% 30.7%	20 51.3% 19.8%	44 40.7% 43.6%	57 60.0% 56.4%	6 42.9% 5.9%	45 60 . 8% 44 . 6%	44 44.0% 43.6%	6 40.0% 5.9%	93 49.5% 92.1%	19 44.2% 18.8%	11 50.0% 10.9%	27 57.4% 26.7%	41 50.6% 40.6%
I am completely satisfied with my physical appearance	7 3.4% 100%	6.0% 85.7%	1.0% 14.3%	4 2.6% 57.1%	10.3% 42.9%	1.6% 14.3%	2.8% 28.6%	1 2.6% 14.3%	0.9% 14.3%	6.3% 85.7%	0.0% 0.0%	4 5.4% 57.1%	3.0% 42.9%	0 0.0% 0.0%		4.7% 28.6%	9.1% 28.6%	2 4.3% 28.6%	3.7% 42.9%
When I shop, I like to get in and get out as quickly as possible	74 36.8% 100%	41 41.8% 55.4%	33 32.0% 44.6%	52 34.2% 70.3%	9 31.0% 12.2%	22 35.5% 29.7%	23 32.9% 31.1%	20 51.3% 27.0%	40 37.0% 54.1%	34 36.6% 45.9%	42.9% 8.1%	29 39.7% 39.2%	33 33.3% 44.6%	6 40.0% 8.1%	69 37.1% 93.2%	13 31.0% 17.6%	7 33.3% 9.5%	12 26.1% 16.2%	34 42.5% 45.9%
I like when I get offers for products or services through the mail	34 16.8% 100%	10 10.1% 29.4%	24 23.3% 70.6%	24 15.7% 70.6%	5 17.2% 14.7%	8 12.9% 23.5%	13 18.3% 38.2%	7 17.9% 20.6%	18 16.7% 52.9%	16 17.0% 47.1%	21.4% 8.8%	8 11.0% 23.5%	22 22.0% 64.7%	6.7% 2.9%	34 18.2% 100.0%	9 20.9% 26.5%	18.2% 11.8%	9 19.1% 26.5%	10 12.5% 29.4%
I approach each day optimistically	57 28.1% 100%	25 25.0% 43.9%	31.1% 56.1%	47 30.5% 82.5%	31.0% 15.8%	17 27.4% 29.8%	23 31.9% 40.4%	20.5% 14.0%	29 26.9% 50.9%	28 29.5% 49.1%	21.4% 5.3%	20 27.0% 35.1%	27 27.0% 47.4%	7 46.7% 12.3%	52 27.7% 91.2%	12 27.9% 21.1%	8 36.4% 14.0%	20 42.6% 35.1%	22 27.2% 38.6%
I lead a healthy lifestyle	30 14.8% 100%	12 12.0% 40.0%	18 17.5% 60.0%	20 13.0% 66.7%	17.2% 16.7%	9.7% 20.0%	12 16.7% 40.0%	7 17.9% 23.3%	15 13.9% 50.0%	15 15.8% 50.0%	7.1% 3.3%	12 16.2% 40.0%	17 17.0% 56.7%	0 0.0% 0.0%		7 16.3% 23.3%	5 22.7% 16.7%	7 14.9% 23.3%	8 9.9% 26.7%
NFO #37102-010101							N	JEO	Pag	caar	ch I	ne							

Qla. On the scale below, please rate each of the following - Top Box Summary

Base: Total Answering

Base: Total Answering															C 1	TALOG I	NEO		
		GENDE	R			AGE			INCO	ME 		MARITAL	STATUS		CA				
то	- TAL	 MEN V	WOMEN	30-54	 25-34	35–44	45-54	\$5-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	SEP/ WIDOW	SHOPRS	HEAVY SPEND CATLOG		HEAVY INDLGR	EVER SMOKED CIGARS
			*=====	=====			=====	=====		5	1	2	3	1	6	3	3	0	3
	7 3.5% 100%	5 5.1% 71.4%	2 2.0% 28.6%	4 2.6% 57.1%	3 10.3% 42.9%	0.0% 0.0%	2.9% 28.6%	2.6% 14.3%	1.9% 28.6%	5.4% 71.4%	7.1% 14.3%	2.7% 28.6%	3.1% 42.9%	6.7% 14.3%	3.3% 85.7% 24	7.0% 42.9% 5	13.6% 42.9% 4	0.0% 0.0% 9	3.8% 42.9% 12
When I shop, I'm extremely focused 1		18 18.0% 66.7%	9 8.7% 33.3%	17 11.0% 63.0%	13.8% 14.8%	8 12.9% 29.6%	11.1% 29.6%	17.9% 25.9%		17 17.9% 63.0%	0.0%	13.5% 37.0%	15.0% 55.6%	13.3% 7.4%	12.8%	11.6% 18.5%	18.2% 14.8%	19.1% 33.3% 22	14.8% 44.4% 41
pretentious people 5	107 4.0% 100%	50 50.5% 46.7%	57 57.6% 53.3%	80 53.0% 74.8%	13 50.0% 12.1%	28 45.2% 26.2%	42 60.0% 39.3%	24 61.5% 22.4%	55 52.4% 51.4%	52 55.9% 48.6%	50.0% 6.5%	34 48.6% 31.8%	58 58.6% 54.2%	53.3% 7.5%	54.3% 93.5%	52.4%	61.9% 12.1%	47.8%	51.3%
	32 15 . 8% 100%	15 15.2% 46.9%	17 16.5% 53.1%	27 17.6% 84.4%		11 17.7% 34.4%	9 12.7% 28.1%	10.3% 12.5%	15 13.9% 46.9%	17 18.1% 53.1%	14.3% 6.3%	17 23.3% 53.1%	11 11.0% 34.4%	13.3% 6.3%	29 15.5% 90.6%	16.3% 21.9%	18.2% 12.5%	21.3% 31.3%	18.8% 46.9%
I have a better sense of	37 18.2% 100%	16 16.0% 43.2%	21 20.4% 56.8%		5 17.2% 13.5%	14 22.6% 37.8%	12 16.7% 32.4%	6 15.4% 16.2%	16 14.8% 43.2%		14.3% 5.4%	40.5%	16 16.0% 43.2%	4 26.7% 10.8%	91.9%		5 22.7% 13.5%	13 27.7% 35.1%	19 23.5% 51.4%
Compared to most people I know, I tend to indulge myself more in some of the finer things in life	15 7.4% 100%	10 10.0% 66.7%	4.9% 33.3%			8.1% 33.3%			6 5.6% 40.0%			40.0%	40.0%	6.7% 6.7%	100.0%	14.0% 40.0%	22.7% 33.3%		
Achieving balance between work, family and is social life is critical to my definition of success	68 33.7% 100%	35 35.0% 51.5%	33 32.4% 48.5%		9 31.0% 13.2%		31 43.1% 45.6%	10 26.3% 14.7%	45.6%	54.4%	6 42.9% 8.8%	25 34.2% 36.8%	30 30.0% 44.1%		64 34.2% 94.1%			53.2%	30.9%
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to	40 19.7% 100%	19 19.0% 47.5%	21 20.4% 52.5%		8 3 27.6% 3 20.0%						14.3% 5.0%				6 19.79		18.29 10.09	6 27.79	6 14.8%
I like shopping online	3 1.5% 100%	1 1.0% 33.3%				1.69 33.39		1 6 2.69 6 33.39	2 6 1.99 6 66.79				1.0% 33.3%		£ 100.09			8 33.39	1.3% 33.3%
I prefer catalog shopping vs. going to a store	14 6.9% 100%	3.0% 21.4%		11 % 7.29 % 78.69	1 6 3.49 6 7.19			6 14.39	•	57.19	6 7.19	6 28.69	57.19	6.75 6.75 7.15	14 7.59 100.09 40	7 6 16.3% 50.0%		0.09 % 0.09 % 0.09	
I spend most of my free time at home	41 20.4% 100%		23 22.5 56.1	% 18.4°	£ 27.69	6 29.39	6 26.89	6 24.4	% 20.85 % 53.75	6 46.39	6 0.09 6 0.09	6 46.39	43.99	6 26.7	% 21.49 % 97.69	% 14.Õ%		% 14.95 % 17.19	% 18.5% % 36.6%
Having a strong relationship with my spouse is extremely important to me	144 83.2% 100%			% 85.2°	% 84.29	49 6 90.79 6 34.09			% 81.7°		6 100.09 6 0.79					¥ 65.79	61.1	% 81.69	% 82.1%

Q1a. On the scale below, please rate each of the following - Top Box Summary Base: Total Answering

		GEN	DER			AGE			INCO	ME		MARITAL	. STATU	5	C	ATALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44 =====	45-54 =====	55-65	\$75K- \$99.9K	\$100K+		MARIED	NO		CATLOG	HEAVY	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
I like being rewarded by companies for my loyalt	y 70 y 35.0% 100%	33 32.7% 47.1%	37 37.4% 52.9%	56 36.4% 80.0%	11 39.3% 15.7%	26 42.6% 37.1%	22 30.1% 31.4%	11 29.7% 15.7%	39 36.4% 55.7%	31 33.3% 44.3%	4 28.6% 5.7%	27 37.5% 38.6%	33 33.3% 47.1%	6 40.0% 8.6%	66 35.5% 94.3%	14 32.6% 20.0%	7 31.8% 10.0%	16 34.8% 22.9%	20 24.7% 28.6%
I prefer stores that offer the lowest prices	50 24.4% 100%	22 21.6% 44.0%		42 26.8% 84.0%	6 20.7% 12.0%	21 33.9% 42.0%	17 22.7% 34.0%	6 15.8% 12.0%	28 25.5% 56.0%	22 23.2% 44.0%	3 21.4% 6.0%	25 33.8% 50.0%	19 18.6% 38.0%	20.0% 6.0%	48 25.3% 96.0%	10 23.3% 20.0%	6 27.3% 12.0%	8 17.4% 16.0%	18 22.2% 36.0%
I rarely buy things on impulse	30 14.8% 100%	22 21.6% 73.3%	8 7.9% 26.7%	23 14.7% 76.7%		7 11.3% 23.3%	15 20.3% 50.0%	6 16.2% 20.0%	15 13.8% 50.0%	15 16.0% 50.0%		12 16.2% 40.0%	17 17.0% 56.7%	0 0.0% 0.0%	27 14.3% 90.0%	6 14.3% 20.0%	4 18.2% 13.3%		12 14.8% 40.0%

Qla. On the scale below, please rate each of the following - Top 2 Box Summary

Base: Total Answering

baser rotal rotal rotal												HACTTAL	CTATUS		C A	TALOG I	NEO		
		GEND	ER			AGE 			INCO	ME 			STATUS	_			HEAVY		
	TOTAL	MEN	WOMEN	30-54	25-34 =====	35-44	45-54 ======	\$5-6\$ ======		\$100K+		MARIED KIDS	MARIED NO KIDS	SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	SPEND KEY CAT	HEAVY INDLGR	
Frequent buyer or savings club programs are a waste of my time	50 24.4% 100%	32 31.7% 64.0%	18 17.3% 36.0%	35 22.4% 70.0%	5 17.2%	9 14.5% 18.0%	22 29.7% 44. 0%	13 33.3% 26.0%	25 22.9% 50.0%	25 26.0% 50.0%	14.3% 4.0%	15 20.5% 30.0%	28 27.2% 56.0%	33.3% 10.0%	92.0%	8 18.6% 16.0%	5 22.7% 10.0%	13 27.7% 26.0%	25 30.9% 50.0%
I believe it's better for everyone involved i the woman takes care of the home and family	27 f 13.2% 100%	16 16.0% 59.3%	11 10.6% 40.7%		6 20.7% 22.2%	9 14.8% 33.3%	7 9.5% 25.9%	5 12.8% 18.5%	13 11.9% 48.1%	14 14.7% 51.9%	14.3% 7.4%	12 16.7% 44.4%	11 10.7% 40.7%	13.3%	13.2% 92.6%	14.0% 22.2%	22.7% 18.5%		15.0%
I spend more time with my friends than I do with my family	19 9.5% 100%		9 8.7% 47.4%		10.3% 15.8%	3.4% 10.5%		10.5% 21.1%	52.6%	9 9.8% 47.4%	21.1%	10.5%	8.9%	21.1%	9.7% 94.7%		23.8% 26.3%		13.0%
Having close friendship is critical to happines	s 115 s 58.1% 100%	51 51.0% 44.3%	64 65.3% 55.7%		16 55.2% 13.9%	34 57.6% 29.6%	47 66.2% 40.9%	18 47.4% 15.7%	53.9%	46.1%	12 85.7% 10.4%	33.9%	45.2%	10.4%	92.2%	61.0% 21.7%	60.0% 10.4%	65.2%	58.0%
I'm so busy that when I do take time off, I really want to make my free time count	117 57.4% 100%		67 65.0% 57.3%	95 3 60.9% 3 81.2%	18 62.1% 6 15.4%	35 56.5% 29.9%		18 47.4% 15.4%	59 54.6% 50.4%	58 60.4% 49.6%		46 63.0% 39.3%	54 52.4% 46.2%				59.1% 11.1%	61.7% 24.8%	55.6% 38.5%
I'm more successful tha most of the people I know	in 69 33.7% 100%	38 37.6% 55.1%	31 29.8% 44.9%	49 6 31.49 6 71.09	10 6 34.5% 6 14.5%	13 21.0% 18.8%	29 39.2% 42.0%	17 3 43.6% 3 24.6%	36.2%	63.8%	5.89	30.4%	55.1%	8.7%	64 6 33.7% 6 92.8% 34		12 54.5% 17.4%		27 6 33.3% 6 39.1%
I feel guilty that I don't spend enough time with my family	36 17.8% 100%	23 23.2% 63.9%	13 12.69 36.19	28 6 18.29 6 77.89	8 6 27.6% 6 22.2%	11 18.3% 30.6%	12 3 16.2% 3 33.3%	4 10.5% 11.1%	61.1%	38.9%	2.89	6 50.0%		5.69	6 18.29 6 94.49	7.0% 8.3%	9.1%	6 10.9%	6 20.5% 6 44.4%
I am more open-minded than most people	112 56.0% 100%							18 6 46.2% 6 16.19		48.29	10 5 71.49 6 8.99	6 38.49	45.59	7.19	¥ 93.89	6 21.4%	63.6%	66.09	6 55.7%
With all my other commitments, I don't spend as much time with my friends as I'd like to	66 32.2% h 100%			49 % 31.49 % 74.29	% 41.49	23 6 37.19 6 34.89	17 6 23.09 6 25.89	13 6 33.39 6 19.79	34 6 31.29 6 51.59	32 6 33.39 6 48.59	6 35.75 6 7.65		6 50.09		61 % 32.19 % 92.49	15 6 34.9% 6 22.7%	45.59	6 40.49	16 30.9%
What others think abou me is very important	t 76 37.39 1009			% 35.5	% 27.69	20 6 32.89 6 26.39	30 6 40.55 6 39.55	18 % 46.29 % 23.79	39 6 35.89 6 51.39	6 48.79	6 5.3			6 5.39	% 93.49	8 9.2%	5.39	8 27.69	% 44.7%
I try to find small victories every day	90 43.99 1009		50 % 48.1 % 55.6	% 43.6	% 27.69	24 % 38.75 % 26.75	39 % 52.79 % 43.3	18 % 46.29 % 20.09	49 8 45.09 8 54.49	41 6 42.79 6 45.69	6 42.9 6.7		43 8 41.79 8 47.89	10 6 66.79 8 11.1	% 44.79 % 94.49	19 % 44.29 % 21.19		26 % 55.3% % 28.9%	% 42.0%
I wish there were more places to go that were primarily for men			% 2.9	% 6.5	5% 14. 39	8 9.8	% 1.4	% 13.2	% 43.8	6 56.3	% 7.7 % 6.3	% 6.9 % 31.3	% 56.3	% 6.3	% 93.8	% 43.89			% 11.3% % 56.3%
I hate to shop	62 30.29 1009	% 32.7°	29 % 27.9 % 46.8	9% 29.5	5% 20.79			% 33.3	% 30.3 % 53.2	% 30.2 % 46.8	% 28.6 % 6.5	% 26.0 % 30.6	% 33.0 % 54.8	% 33.3 % 8.1	% 30.5 % 93.5	% 25.69 % 17.79	8.1	% 11.3	30.9% 36 40.3%
I have less leisure ti than I used to	me 111 55.0 100		% 62.1	1% 57.	1% 75.9	% 62.3	% 46.6	% 42.1	% 55.6	51 % 54.3 % 45.9	% 42.9	43 60.6 8 38.7	% 52.9	% 53.3	% 57.2	% 56.19	6 42.9	% 50.0°	% 50.6%
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Q1a. On the scale below, please rate each of the following - Top 2 Box Summary

Base: Total Answering

		GENI	DER			AGE			INCO	ME		MARITAL	. STATUS	5	C/	ATALOG I	NFO		
	TOTAL	MEN	WOMEN		25-34				\$75K- \$99.9K			MARIED KIDS	NO	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	
I think companies should take better care of their loyal customers	146 71.6% 100%	72 72.0% 49.3%		112 72.3% 76.7%	23 79.3% 15.8%	45 73.8% 30.8%	52 70.3% 35.6%	25 64.1% 17.1%	81 74.3% 55.5%	65 68.4% 44.5%	10 71.4% 6.8%	50 68.5% 34.2%	78 76.5% 53.4%	8 53.3% 5.5%	137 72.5% 93.8%	31 73.8% 21.2%	19 90.5% 13.0%	34 72.3% 23.3%	56 70.0% 38.4%
I like loyalty programs like frequent flyer or frequent shopper programs	96 47.3% 100%	40 40.4% 41.7%		74 48.1% 77.1%	14 48.3% 14.6%	27 44.3% 28.1%	37 50.7% 38.5%	18 46.2% 18.8%	51 46.8% 53.1%	45 47.9% 46.9%	8 57.1% 8.3%	26 36.1% 27.1%	54 52.9% 56.3%	53.3% 8.3%	89 47.3% 92.7%		11 50.0% 11.5%		35 43.8% 36.5%
Being the best at my job is extremely important to me	154 75.9% 100%	70 70.7% 45.5%	84 80.8% 54.5%	120 77.9% 77.9%	23 79.3% 14.9%	42 70.0% 27.3%	64 86.5% 41.6%	24 61.5% 15.6%	84 77.1% 54.5%	70 74.5% 45.5%	10 71.4% 6.5%	51 71.8% 33.1%	81 78.6% 52.6%	12 80.0% 7.8%	143 76.1% 92.9%		16 72.7% 10.4%		56 70.9% 36.4%
I prefer stores that offer expert advice and assistance	83 40.5% 100%	43 42.6% 51.8%		58 37.2% 69.9%	10 34.5% 12.0%	21 33.9% 25.3%	31 41.9% 37.3%	21 53.8% 25.3%	43 39.4% 51.8%	40 41.7% 48.2%	28.6% 4.8%	26 35.6% 31.3%	49 47.6% 59.0%	4 26.7% 4.8%	78 41.1% 94.0%		14 63.6% 16.9%		36 44.4% 43.4%
I consider myself to be very fashion conscious	49 23.9% 100%	19 18.8% 38.8%	30 28.8% 61.2%	31 19.9% 63.3%	7 24.1% 14.3%	12 19.4% 24.5%	17 23.0% 34.7%	12 30.8% 24.5%	24 22.0% 49.0%	25 26.0% 51.0%	35.7% 10.2%	11 15.1% 22.4%	29 28.2% 59.2%	4 26.7% 8.2%	44 23.2% 89.8%	12 27.9% 24.5%	7 31.8% 14.3%		17 21.0% 34.7%
I enjoy taking risks	36 17.6% 100%	17 16.8% 47.2%	19 18.3% 52.8%	28 17.9% 77.8%	20.7% 16.7%	11 17.7% 30.6%	14 18.9% 38.9%	10.3% 11.1%	22 20.2% 61.1%	14 14.6% 38.9%	28.6% 11.1%	12 16.4% 33.3%	18 17.5% 50.0%	2 13.3% 5.6%			18.2% 11.1%		15 18.5% 41.7%
I wish I knew more about the products I buy a lot of		20 20.0% 55.6%		22 14.2% 61.1%	17.2% 13.9%	7 11.3% 19.4%	13 17.8% 361%	10 25.6% 27.8%	20 18.3% 55.6%	16 16.8% 44.4%	3 21.4% 8.3%	9.7% 19.4%	24 23.3% 66.7%	13.3% 5.6%			13.6% 8.3%		11 13.8% 30.6%
I like it when companies or brands that I am loyal to recognize me for my loyalty	124 60.5% 100%	56 55.4% 45.2%	68 65.4% 54.8%	91 58.3% 73.4%	18 62.1% 14.5%	38 61.3% 30.6%	40 54.1% 32.3%	27 69.2% 21.8%	63 57.8% 50.8%	61 63.5% 49.2%	5 35.7% 4.0%	43 58.9% 34.7%	64 62.1% 51.6%	12 80.0% 9.7%		27 62.8% 21.8%	16 72.7% 12.9%		47 58.0% 37.9%
I usually shop around to find the best price	108 52.7% 100%	55 54.5% 50.9%	53 51.0% 49.1%	78 50.0% 72.2%	14 48.3% 13.0%	32 51.6% 29.6%	38 51.4% 35.2%	24 61.5% 22.2%	59 54.1% 54.6%	49 51.0% 45.4%	6 42.9% 5.6%	41 56.2% 38.0%	56 54.4% 51.9%				5 22.7% 4.6%		
I spend most of my free time with my family	123 60.3% 100%	60 59.4% 48.8%	63 61.2% 51.2%	97 62.2% 78.9%	17 58.6% 13.8%	45 72.6% 36.6%	40 54.1% 32.5%	20 52.6% 16.3%	68 62.4% 55.3%	55 57.9% 44.7%	7.1% 0.8%	58 79.5% 47.2%	60 58.8% 48.8%		112 59.3% 91.1%		8 36.4% 6.5%		43 53.1% 35.0%
Its worth it to pay a little extra when a store offers good service	120 58.5% 100%	50 49.5% 41.7%		90 57.7% 7 5.0%	21 72.4% 17.5%	38 61.3% 31.7%	38 51.4% 31.7%	22 56.4% 18.3 %	62 56.9% 51.7%	58 60.4% 48.3%	10 71.4% 8.3%		64 62.1% 53.3%				14 63.6% 11.7%		
I frequently entertain guests at home	47 22.9% 100%	19 18.8% 40.4%		34 21.8% 72.3%	6 20.7% 12.8%	15 24.2% 31.9%	15 20.3% 31.9%	11 28.2% 23.4%	23 21.1% 48.9%	24 25.0% 51.1%	6 42.9% 12.8%	19 26.0% 40.4%	18 17.5% 38.3%	4 26.7% 8.5%	43 22.6% 91.5%	12 27.9% 25.5%	6 27.3% 12.8%		
It's worth it to me to spend extra for the best quality	128 62.7% 100%	58 58.0% 45.3%		100 64.1% 78.1%	19 65.5% 14.8%	41 66.1% 32.0%	48 64 . 9% 37 . 5%	19 50.0% 14.8%	70 64.8% 54.7%	58 60.4% 45.3%	12 85.7% 9.4%						16 72.7% 12.5%		52 64.2% 40.6%

NFO #37102-010101

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000860

Qla. On the scale below, please rate each of the following - Top 2 Box Summary

Base: Total Answering

		GEND	ER			AGE			INCO	ME		MARITAL	STATUS		CA	TALOG I	NFO		
	TOTAL		WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K			MARIED KIDS	NO KIDS	WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	INDLGR	EVER SMOKED CIGARS
I believe it's more important for a wife to help her husband's career than to have one herself	18 8.8% 100%	6 5.9% 33.3%	12 11.7% 66.7%	12 7.7% 66.7%	6.9%	6.5% 22.2%	7 9.6% 38.9%	5 12.8% 27.8%	6 5.6% 33.3%	12 12.5% 66.7%	0 0.0% 0.0%	6.8% 27.8%	13 12.6% 72.2%	0 0.0% 0.0%	17 9.0% 94.4%	6 14.3% 33.3%	3 13.6% 16.7%	3 6.4% 16.7%	6.2% 27.8%
I wish I had more adventure in my life	45 22.1% 100%	27 27.0% 60.0%	18 17.3% 40.0%	32 20.5% 71.1%	11 37.9% 24.4%	14 22.6% 31.1%	10 13.5% 22.2%	9 23.7% 20.0%		20 21.1% 44.4%	35.7% 11.1%	11 15.1% 24.4%	27 26.5% 60.0%	4.4%	95 . 6%	15.6%	31.8% 15.6%	15.6%	44.4%
Making sure I look my best at all times is very important to me	80 39.0% 100%	36 35.6% 45.0%	44 42.3% 55.0%	61 39.1% 76.3%		23 37.1% 28.8%	31 41.9% 38.8%	15 38.5% 18.8%	45 41.3% 56.3%	35 36.5% 43.8%	7 50.0% 8.8%	23 31.5% 28.8%	44 42.7% 55.0%	6 40.0% 7.5%	93.8%	15.0%	27.3% 7.5%	25.0%	46.3%
I wish I had more time to spend with my friends	59 29.1% 100%	24 24.2% 40.7%	35 33.7% 59.3%	42 26.9% 71.2%	13 44.8% 22.0%	14 22.6% 23.7%	19 25.7% 32.2%	12 32.4% 20.3%	32 29.6% 54.2%	27 28.4% 45.8%	5 35.7% 8.5%	15 20.5% 25.4%	32 31.7% 54.2%	7 46.7% 11.9%	55 29.3% 93.2%	13 30.2% 22.0%	31.8% 11.9%	13 28.3% 22.0%	40.7%
I can't afford all the luxuries of life	103 50.5% 100%	46 45.5% 44.7%	57 55.3% 55.3%		16 57.1% 15.5%	31 50.0% 30.1%	38 51.4% 36.9%			37 38.5% 35.9%	7 50.0% 6.8%		51 49.5% 49.5%				8 36.4% 7.8%		38.8%
I am more confident in myself than most people	98 48.0% 100%	46 46.0% 46.9%	52 50.0% 53.1%	76 49.0% 77.6%	13 44.8% 13.3%	28 45.2% 28.6%	39 53.4% 39.8%	18 46.2% 18.4%	54 49.5% 55.1%	44 46.3% 44.9%	7 50.0% 7.1%	34 47.2% 34.7%	49 47.6% 50.0%		90 47.6% 91.8%				40 50.0% 40.8%
I frequently treat myself to some of life's little luxuries	88	38 38.0% 43.2%	50 48.1%	64 41.0% 72.7%					40 37.0% 45.5%	48 50.0% 54.5%	7 50.0% 8.0%		46 45.1% 52.3%	8 53.3% 9.1%	81 42.9% 92.0%	23 53.5% 26.1%	15.9%	36.4%	38.6%
I'm not really interested in adventure, I prefer to take it easy in my free time	59 28.8% 100%	26 25.7% 44.1%				16 25.8% 27.1%	23 31.1% 39.0%	14 35.9% 23.7%	34 31.2% 57.6%	25 26.0% 42.4%	21.49 5.19				94.99			22.0%	16 19.8% 27.1%
I consider myself highly successful	102 50.0% 100%	55 54.5% 53.9%							41 37.6% 40.2%				55 53.4% 53.9%	8 53.3% 7.8%	93 49.29 6 91.29	31 6 73.8% 6 30.4%	17 81.0% 16.7%		43.1%
I like to go to the most popular restaurants and bars	36 17.6% 100%		17 16.39 47.29	26 6 16.79 6 72.29	7 6 24.1% 6 19.4%	10 16.1% 27.8%	12 16.2% 33.3%	7 3 17.99 3 19.49	16 44.7% 44.4%		21.49 8.39	9 6 12.3% 6 25.0%	20 19.49 55.69	4 6 26.7% 6 11.19	33 6 17.49 6 91.79	9 6 20.9% 6 25.0%		6 41.7%	41.7%
I like to go to the latest movies	53 25.9% 100%	25 24.89 47.29	28 3 26.99 5 52.89	39 6 25.0 6 73.6	6 34.59	16 35.8% 30.2%	16 30.29 30.29	11 6 28.29 6 20.89	32 6 29.4% 6 60.4%		5 35.79 9.49	14 6 19.29 6 26.49	29 28.29 54.79	5 6 33.39 6 9.49	49 6 25.89 6 92.59	6 17.0%	7.59	16 6 34.0% 6 30.2%	6 35.8%
I like to discover new and different places to go	114 55.9% 100%		59 6 56.79 6 51 .89	81 8 52.3 8 71 .1	14 % 48.39 % 12.39	32 6 51.69 6 28.19		28 6 71.89 6 24.69	. 58 6 53.29 6 50.99	56 58.9% 49.1%	57.15 7.05	37 6 50.79 6 32.59	59 57.89 51.89	10 6 66.79 6 8.89	6 91.29	¥ 19.3%	10.59	6 28.99	6 39.5%
I'm much more adventurous than most people I know	65 31.7% 100%		28 6 26.9 6 43.1		16 20.79	15 6 24.29 6 23.19	30 6 40.59 6 46.29	14 6 35.99 6 21.59	29 6 26.69 6 44.69	36 37.59 55.49			50.8	6.29	6 90.89	¥ 20.09	12.39	6 35.49	6 43.1%
I'm extremely happy with my life	h 138 67.3% 100%		80 6 76.9 6 58.0		% 69.09					65 67.79 6 47.19					129 % 67.9% % 93.59	29 % 67.49 % 21.09		36 & 76.69 & 26.19	53 6 65.4% 6 38.4%

NFO #37102-010101

Qla. On the scale below, please rate each of the following - Top 2 Box Summary

Base: Total Answering

		GENE	DER			AGE			INCO	ME		MARITAL	. STATUS	S	C	ATALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34 	35-44			\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	
I like it when companies send me information about their products		32 31.7% 42.1%	44 42.3% 57.9%	57 36.5% 75.0%	8 27.6% 10.5%	24 38.7% 31.6%	28 37.8% 36.8%	16 41.0% 21.1%	43 39.4% 56.6%	33 34.4% 43.4%	3 21.4% 3.9%	25 34.2% 32.9%	42 40.8% 55.3%	6 40.0% 7.9%	74 38.9% 97.4%	17 39.5% 22.4%	8 36.4% 10.5%		22 27.2% 28.9%
I have difficulty juggling work and family demands	44 21.6% 100%	18 18.0% 40.9%	26 25.0% 59.1%	31 20.0% 70.5%	10 34.5% 22.7%	10 16.1% 22.7%	13 17.8% 29.5%	10 25.6% 22.7%	20 18.3% 45.5%	24 25.3% 54.5%	35.7% 11.4%	17 23.6% 38.6%	20 19.4% 45.5%	13.3% 4.5%	40 21.2% 90.9%	26.2% 25.0%	7 33.3% 15.9%		16 20.0% 36.4%
I have no interest in any kind of communication or dialogue with manufacturers of products I buy	30 14.6% 100%	18 17.8% 60.0%	12 11.5% 40.0%		3.4% 3.3%	10 16.1% 33.3%	8 10.8% 26.7%	11 28.2% 36.7%	18 16.5% 60.0%	12 12.5% 40.0%	3 21.4% 10.0%	11 15.1% 36.7%	13 12.6% 43.3%	20.0% 10.0%			3 13.6% 10.0%		11 13.6% 36.7%
Once I find a brand that satisfies me, I usually don't experiment with new ones	106 51.7% 100%	56 55.4% 52.8%	50 48.1% 47.2%	74 47.4% 69.8%	19 65.5% 17.9%	31 50.0% 29.2%	30 40.5% 28.3%	26 66.7% 24.5%	57 52.3% 53.8%	49 51.0% 46.2%	42.9% 5.7%	41 56.2% 38.7%	52 50.5% 49.1%	7 46.7% 6.6%			11 50.0% 10.4%		41 50.6% 38.7%
All these marketing ploys by companies such as frequent shopper or purchaser programs are just ways of trying to manipulate consumers	84 41.6% 100%	47 47.0% 56.0%	37 36.3% 44.0%	63 41.2% 75.0%	12 41.4% 14.3%	25 41.0% 29.8%	29 40.3% 34.5%	18 46.2% 21.4%	46 43.0% 54.8%	38 40.0% 45.2%	6 42.9% 7.1%	34 47.2% 40.5%	41 40.6% 48.8%	3 20.0% 3.6%			11 50.0% 13.1%		
My work requires me to work long hours	91 44.4% 100%	49 48.5% 53.8%	42 40.4% 46.2%		17 58.6% 18.7%	26 41.9% 28.6%	35 47.3% 38.5%	12 30.8% 13.2%	42 38.5% 46.2%	49 51.0% 53.8%	7 50.0% 7.7%	33 45.2% 36.3%	43 41.7% 47.3%				12 54.5% 13.2%		42 51.9% 46.2%
My home is my pride and joy	113 54.9% 100%	49 48.0% 43.4%		86 54.8% 76.1%	15 51.7% 13.3%	32 51.6% 28.3%	42 56.0% 37.2%	23 59.0% 20.4%	60 54.5% 53.1%	53 55.2% 46.9%	7 50.0% 6.2%	37 50.0% 32.7%	59 57.3% 52.2%	10 66.7% 8.8%	104 54.5% 92.0%		9 40.9% 8.0 %		
I don't mind sharing information with companies if it will result in improved products or services	136 66.0% 100%	66 64.7% 48.5%			19 65.5% 14.0%	41 66.1% 30.1%	49 65.3% 36.0%	26 66.7% 19.1%	72 65.5% 52.9%	64 66.7% 47.1%		47 63.5% 34.6%	74 71.8% 54.4%		127 66.5% 93.4%		13 59.1% 9.6%		
I believe that when you are shopping for an item it is always better to go to a store that specializes in that one kind of item	56 27.2% 100%	34 33.3% 60.7%				18 29.0% 32.1%	17 22.7% 30.4%	12 30.8% 21.4%					35 34.0% 62.5%				9 40.9% 16.1%		
Relationships with manufacturers of products I buy a lot of are important to me	52 25.5% 100%					18 29.0% 34.6%	19 26.0% 36.5%		27 24.8% 51.9%								7 31.8% 13.5%		19 23.8% 36.5%
Shopping by catalog is too expensive to do regularly	47 22.8% 100%														40 20.9 8 85.19				

NFO #37102-010101

NFO Research Inc.

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Qla. On the scale below, please rate each of the following - Top 2 Box Summary

Base: Total Answering

		GEND	ER			AGE			INCO	ME		MARITAL	STATUS	5	CA	TALOG I	NFO		
	TOTAL	MEN		30-54		35-44		55-65	\$75K- \$99.9K			MARIED KIDS	NO	DIVRCE, SEP/ WIDOW	/ CATLOG SHOPRS	HEAVY SPEND	HEAVY SPEND KEY CAT	HEAVY INDLGR	
I love to shop for products that personally interest me	112	57 55.9% 50.9%	55 52.9% 49.1%	86 54.8% 76.8%	20 69.0% 17.9%	29 46.8% 25.9%	44 58.7% 39.3%	18 46.2% 16.1%	56 50.9% 50.0%	56 58.3% 50.0%	9 64.3% 8.0%	35 47.3% 31.3%	59 57.3% 52.7%	9 60.0% 8.0%	92.0%	22.3%	14 63.6% 12.5%	32 68.1% 28.6%	48 59.3% 42.9%
I take time out to make the most of everyday special occasions	75 36.4% 100%	32 31.4% 42.7%	43 41.3% 57.3%	54 34.4% 72.0%	11 37.9% 14.7%	23 37.1% 30.7%	22 29.3% 29.3%	18 46.2% 24.0%	37 33.6% 49.3%	38 39.6% 50.7%	50.0% 9.3%	29 39.2% 38.7%	32 31.1% 42.7%	9.3%	90.7%	16.0%	22.7% 6.7%	19 40.4% 25.3%	24 29.6% 32.0%
I enjoy spending money on my home	104 50.7% 100%	43 42.2% 41.3%	61 59.2% 58.7%	74 47.4% 71.2%	16 55.2% 15.4%	26 41.9% 25.0%	37 50.0% 35.6%	24 61.5% 23.1%	54 49.5% 51.9%	50 52.1% 48.1%	57.1% 7.7%	32 43.2% 30.8%	55 53.9% 52.9%	60.0% 8.7%		50.0% 20.2%	42.9% 8.7%	28 60.9% 26.9%	30 37.0% 28.8%
Relationships are important to me	168 81.6% 100%	76 74.5% 45.2%	92 88.5% 54.8%	128 81.5% 76.2%	27 93.1% 16.1%			30 76.9% 17.9%	91 82.7% 54.2%	77 80.2% 45.8%	12 85.7% 7.1%	61 82.4% 36.3%	80 77.7% 47.6%			33 76.7% 19.6%	16 72.7% 9.5%	39 83.0% 23.2%	65 80.2% 38.7%
Privacy is a big concer of mine	n 136 66.7% 100%	62 61.4% 45.6%	74 71.8% 54.4%	103 66.0% 75.7%		39 62.9% 28.7%	50 67.6% 36.8%	27 71.1% 19.9%	72 66.1% 52.9%	64 67.4% 47.1%	64.3% 6.6%	45 60.8% 33.1%			128 67.7% 94.1%		14 63.6% 10.3%	30 65.2% 22.1%	53 66.3% 39.0%
My lifestyle is hectic	90 43.9% 100%	40 39.2% 44.4%		70 44.9% 77.8%	16 55.2% 17.8%	29 47.5% 32.2%	29 38.7% 32.2%	16 41.0% 17.8%	44 40.4% 48.9%	46 47.9% 51.1%	9 64.3% 10.0%	35 47.9% 38.9%	38 36.9% 42.2%	8 53.3% 8.9%	82 43.2% 91.1%	24 55.8% 26.7%	11 50.0% 12.2%	26 55.3% 28.9%	38 47.5% 42.2%
I love catalogs	74 35.9% 100%	20 19.6% 27.0%		57 36.3% 77.0%	10 34.5% 313.5%	26 41.9% 35.1%	25 33.3% 33.8%	12 30.8% 16.2%	35 31.8% 47.3%	39 40.6% 52.7%	6 42.9% 8.1%	26 35.1% 35.1%	37 35.9% 50.0%		73 38.2% 98.6%	26 60.5% 35.1%	13 59.1% 17.6%		
Being a good parent is extremely important to me	139 93.9% 100%				18 100.0% 12.9%	44 97.8% 31.7%	48 87.3% 34.5%		73 5 94.8% 5 52.5%	66 93.0% 47.5%	50.0% 0.7%			7 3 100.0% 3 5.0%					56 91.8% 40.3%
I am comfortable being separate from the crowd	144 71.3% 100%	69 69.7% 47.9%	75 72.89 52.19	109 6 70.89 6 75.79	20 6 69.0% 6 13.9%		50 69.4% 34.7%	28 73.79 19.49	76 3 71.0% 3 52.8%	68 71.6% 47.2%	64.3% 6.3%	50 67.6% 34.7%	76 76.89 52.89	60.09 6 6.39	133 6 71.1% 6 92.4%	31 72.1% 21.5%	14 63.6% 9.7%	34 72.3% 23.6%	61 75.3% 42.4%
Having close family relationships is critical to happiness	161 79.3% 100%	75 75.0% 46.6%	86 83.59 53.49	121 6 78.69 6 75.29	25 6 86.2% 6 15.5%	53 6 85.5% 6 32.9%	51 5 70.8% 5 31.7%		86 6 79.6% 6 53.4%	75 78.9% 46.6%	11 78.6% 6.8%	65 87.8% 40.4%			149 6 79.3% 6 92.5%	26 60.5% 16.1%	13 59.1% 8. 1%	37 78.7% 23.0%	64 79.0% 39.8%
I am completely satisfied with my physical appearance	59 29.1% 100%				11. 6 37.99 6 18.69		22 30.6% 37.3%	13 6 33.39 6 22.09	31 6 28.7% 6 52.5%	28 29.59 47.59	4 28.6% 6.8%				52 6 27.79 6 88.19				25 30.9% 42.4%
When I shop, I like to get in and get out as quickly as possible	61.2% 100%		60 6 58.39 6 48.89	89 6 58.69 6 72.49	¥ 55.29	37 8 59.79 6 30.19	41 6 58.69 6 33.39	29 6 74.49 6 23.69	64 6 59.3% 6 52.0%	59 63.49 48.09		44 60.39 35.89			115 61.89 6 93.59	27 6 64.3% 6 22.0%	15 71.4% 12.2%	24 52.2% 19.5%	53 66.3% 43.1%
I like when I get offer for products or service through the mail	rs 79 es 39.1% 100%	28 28.39 35.49	51 6 49.59 6 64.69	₭ 38.6	% 37.99	22 % 35.59 % 27.89	31 6 43.79 6 39.29	14 6 35.9 6 17.7	41 6 38.09 6 51.99	38 40.49 48.19	7 6 50.09 6 8 .99	22 6 30.19 6 27.89	44.09 6 44.09 6 55.79	6 8 40.09 8 7.69					
I approach each day optimistically	138 68.09 1009			102 % 66.2 % 73.9	21 % 72.49 % 15 .29	38 % 61.39 % 27.59	49 6 68.19 6 35.59	29 6 74.49 6 21.09	71 % 65.79 % 51.49	67 5 70.59 5 48.69			69 6 69.0 6 50.0	% 80.0 9		30 6 69.8% 6 21.7%			55 67.9% 39.9%
I lead a healthy lifestyle	96 47.39 1009		52 6 50.59 6 54.29	68 % 44.2 % 70.8	% 51.79								48.0 6 50.0	% 40.0	% 46.39	24 % 55.8% % 25.0%			

NFO #37102-010101

Qla. On the scale below, please rate each of the following - Top 2 Box Summary

Base: Total Answering

		GEN	GENDER AGE							ME		MARITA	STATU	5	C.	ATALOG I	NFO		
	TOTAL	MEN	WOMEN		25-34 =====				\$75K- \$99.9K			MARIED KIDS	NO	DIVRCE SEP/ WIDOW	CATLOG	SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
I wish I were able to spend more time with my male friends	30 15.1% 100%	21 21.2% 70.0%	9 9.0% 30.0%	21 13.9% 70.0%	10 34.5% 33.3%	8 12.9% 26.7%	6 8.7% 20.0%	5 13.2% 16.7%	17 16.0% 56.7%	13 14.0% 43.3%	28.6% 13.3%	10 13.7% 33.3%	13 13.4% 43.3%	3 20.0% 10.0%		8 18.6% 26.7%	7 31.8% 23.3%		
When I shop, I'm extremely focused	104 51.2% 100%	56 56.0% 53.8%			14 48.3% 13.5%	28 45.2% 26.9%	36 50.0% 34.6%	26 66.7% 25.0%	50 46.3% 48.1%	54 56.8% 51.9%	6 42.9% 5.8%	28 37.8% 26.9%	60 60.0% 57.7%	10 66.7% 9.6%	97 51.6% 93.3%		13 59.1% 12.5%		
I do not like pretentious people	163 82.3% 100%	82 82.8% 50.3%	81 81.8% 49.7%		21 80.8% 12.9%	49 79.0% 30.1%	61 87.1% 37.4%	32 82.1% 19.6%	88 83.8% 54.0%	75 80.6% 46.0%	10 71.4% 6.1%	56 80.0% 34.4%	84 84.8% 51.5%	13 86.7% 8.0%			17 81.0% 10.4%		
It's a daily challenge for me to find time for both work and my personal life	75 37.1% 100%	38 38.4% 50.7%	37 35.9% 49.3%	59 38.6% 78.7%	15 51.7% 20.0%	22 35.5% 29.3%	26 36.6% 34.7%	11 28.2% 14.7%	39 36.1% 52.0%	36 38.3% 48.0%	28.6% 5.3%	29 39.7% 38.7%	35 35.0% 46.7%	7 46.7% 9.3%	69 36.9% 92.0%	15 34.9% 20.0%	8 36.4% 10.7%	18 38.3% 24.0%	28 35.0% 37.3%
I have a better sense of humor than most people	104 51.2% 100%	57 57.0% 54.8%	47 45.6% 45.2%	82 53.2% 78.8%	14 48.3% 13.5%	34 54.8% 32.7%	38 52.8% 36.5%	17 43.6% 16.3%	55 50.9% 52.9%	49 51.6% 47.1%	7 50.0% 6.7%	34 45.9% 32.7%	53 53.0% 51.0%	10 66.7% 9.6%	94 50.0% 90.4%		16 72.7% 15.4%	28 59.6% 26.9%	
Compared to most people I know, I tend to indulge myself more in some of the finer things in life	61 30.0% 100%	31 31.0% 50.8%	30 29.1% 49.2%	46 29.9% 75.4%	7 24.1% 11.5%	14 22.6% 23.0%	26 36.1% 42.6%	13 33.3% 21.3%	29 26.9% 47.5%	32 33.7% 52.5%	6 42.9% 9.8%	17 23.0% 27.9%	30 30.0% 49.2%	8 53.3% 13.1%	57 30.3% 93.4%	16 37.2% 26.2%	11 50.0% 18.0%		
Achieving balance between work family and social life is critical to my definition of success	132 65.3% 100%	64 64.0% 48.5%	68 66.7% 51.5%	106 68.8% 80.3%	17 58.6% 12.9%	43 69.4% 32.6%	51 70.8% 38.6%	20 52.6% 15.2%	70 65.4% 53.0%	62 65.3% 47.0%	71.4% 7.6%	45 61.6% 34.1%	65 65.0% 49.2%	12 80.0% 9.1%	124 66.3% 93.9%	26 60.5% 19.7%	13 59.1% 9.8%	33 70.2% 25.0%	55 67.9% 41.7%
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to	107 52.7% 100%	54 54.0% 50.5%	53 51.5% 49.5%	82 53.2% 76.6%	14 48.3% 13.1%	38 61.3% 35.5%	35 48.6% 32.7%	20 51.3% 18.7%	57 52.8% 53.3%	50 52.6% 46.7%	28.6% 3.7%	40 54.1% 37.4%	55 55.0% 51.4%	8 53.3% 7.5%			16 72.7% 15.0%		
I like shopping online	15 7.5% 100%	11 11.2% 73.3%	4 4.0% 26.7%	10 6.6% 66.7%	3 10.3% 20.0%	8.2% 33.3%	4 5.7% 26.7%	7.9% 20.0%	5 4.7% 33.3%	10 10.8% 66.7%	0 0.0% 0.0%	8.2% 40.0%	8.2% 53.3%		15 8.2% 100.0%		5 23.8% 33.3%		
I prefer catalog shopping vs. going to a store	18.3% 100%	11 11.1% 29.7%	26 25.2% 70.3%	29 19.0% 78.4%	4 13.8% 10.8%	13 21.0% 35.1%	12 16.9% 32.4%	7 17.9% 18.9%	20 18.5% 54.1%	17 18.1% 45.9%	7.1% 2.7%	12 16.4% 32.4%	21 21.0% 56.8%	20.0% 8.1%		15 34.9% 40.5%	8 36.4% 21.6%		
I spend most of my free time at home	55.2% 100%	57 57.6% 51.4%	54 52.9% 48.6%	80 52.6% 72.1%	16 55.2% 14.4%	36 59.0% 32.4%	35 49.3% 31.5%	24 61.5% 21.6%	62 58.5% 55.9%	49 51.6% 44.1%	14.3% 1.8%	44 60.3% 39.6%	57 57.6% 51.4%	8 53.3% 7.2%	105 56.1% 94.6%	24 55.8% 21.6%	12 54.5% 10.8%		
Having a strong relationship with my spouse is extremely important to me	161 93.1% 100%	79 88.8% 49.1%	82 97.6% 50.9%	126 93.3% 78.3%	18 94.7% 11.2%	52 96.3% 32.3%	60 90.9% 37.3%	31 91.2% 19.3%	86 92.5% 53.4%	75 93.8% 46.6%	100.0% 0.6%	67 93.1% 41.6%	88 92.6% 54.7%	100.0% 3.1%		29 82.9% 18.0%	15 83.3% 9.3%		

NFO #37102-010101

Qla. On the scale below, please rate each of the following - Top 2 Box Summary

Base: Total Answering

		GEND	FR			AGE			INCO	ME		MARITAL	STATUS	5	C	ATALOG I	INFO		
<u> </u>	OTAL			30-54	25~34	35-44	45-54 =====	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	/ CATLOG SHOPRS	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
I like being rewarded by companies for my loyalty	124 62.0% 100%	57 56.4% 46.0%	67 67.7% 54.0%	101 65.6% 81.5%	15 53.6% 12.1%	46 75.4% 37.1%	44 60.3% 35.5%	18 48.6% 14.5%	67 62.6% 54.0%	57 61.3% 46.0%	8 57.1% 6.5%	46 63.9% 37.1%	62 62.6% 50.0%	8 53.3% 6.5%	119 64.0% 96.0%	27 62.8% 21.8%	16 72.7% 12.9%	29 63.0% 23.4%	43 53.1% 34.7%
I prefer stores that offer the lowest prices	112 54.6%				19 65.5% 17.0%	38 61.3% 33.9%	34 45.3% 30.4%	20 52.6% 17 .9%	64 58.2% 57.1%	48 50.5% 42.9%	7 50.0% 6.3%	51 68.9% 45.5%	48 47.1% 42.9%	40.0% 5.4%	105 55.3% 93.8%	19 44.2% 17.0%		16.1%	35.7%
I rarely buy things on impulse	76 37.4% 100%	39 38.2% 51.3%	37 36.6% 48.7%	59 37.8% 77.6%	7 24.1% 9.2%	22 35.5% 28.9%	32 43.2% 42.1%	14 37.8% 18.4%	41 37.6% 53.9%	35 37.2% 46.1%	21.4% 3.9%	27 36.5% 35.5%	44 44.0% 57.9%	13.3% 2.6%	70 37.0% 92.1%	13 31.0% 17.1%	22.7% 6.6%	16 34.8% 21.1%	28 34.6% 36.8%

CONFIDENTIAL: UNDER PROTECTIVE ORDER CAM 000865

Qla. On the scale below, please rate each of the following - Mean Summary

Base: Total answering

		GENDER AGE				INCOME					MARITAL STATUS			CATALOG INFO				
TOT ===			30-54 = =====					\$75K- \$99.9K		SINGLE		NO	DIVRCE SEP/ WIDOW	CATLOG SHOPRS	CATLOG			EVER SMOKED CIGARS
savings club programs are a waste of my time	26 3.	i2 2.91	3.15	3.03	2.84	3.42	3.74	3.19	3.34	2.71	3.26	3.24	3.93	3.25	3.00	3.36	3.11	3.52
	8 1.5 10 0.1		1.56 0.125	1.52 0.283	1.46 0.186	0.190	1.52 0.243	1.56 0.149	1.61 0.164	1.38 0.370	1.44 0.169	1.67 0.164	1.71 0.441	1.58 0.115	1.65 0.251	1.56 0.333	1.77 0.258	1.56 0.173
I believe it's better 2. for everyone involved if the woman takes care	16 2.0	2.31	2.41	2.59	2.36	2.38	2.64	2.41	2.52	2.14	2.68	2.37	2.33	2.42	2.47	2.77	2.55	2.56
	7 1.0 10 0.10		1.54 0.124	1.68 0.312	1.56 0.200	1.52 0.177	1.61 0.258	1.53 0.146	1.62 0.166	1.70 0.455	1.58 0.186	0.153	1.68 0.433	1.56 0.114	1.61 0.245	1.77 0.378	1.74 0.254	1.61 0.180
I spend more time with 2. my friends than I do with my family	10 2.	2 1.99	2.10	2.24	1.81	2.32	1.97	2.10	2.10	3.93	1.69	2.00	3.00	2.09	2.60	2.90	2.39	2.29
Std Dev 1. Std Err 0.1			1.42 0.115	1.60 0.296	1.18 0.154	1.52 0.176	$\begin{smallmatrix}1.37\\0.221\end{smallmatrix}$	$\begin{smallmatrix}1.45\\0.139\end{smallmatrix}$	$\substack{1.38\\0.144}$	1.07 0.286	$\substack{\textbf{1.07} \\ \textbf{0.128}}$	$\begin{smallmatrix}1.41\\0.140\end{smallmatrix}$	1.56 0.402	1.42 0.104	1.58 0.244	$\begin{smallmatrix}1.64\\0.358\end{smallmatrix}$	1.67 0.246	0.172 ·
Having close 4. friendships is critical	8 4.	3 4.73	4.63	4.48	4.64	4.63	4.50	4.52	4.65	5.43	4.49	4.41	5.33	4.59	4.66	4.70	4.80	4.67
to happiness Std Dev 1. Std Err 0.0			1.20 0.098	1.12 0.208	1.17 0.152	1,26 0.149	1.35 0.219	1.32 0.128	1.12 0.116	0.76 0.202	1.13 0.134	0.133	0.82 0.211	1.22 0.090	1.33 0.208	1.08 0.242	1.24 0.183	1.16 0.129
I'm so busy that when I 4. do take time off, I really want to make my	16 4.2	9 4.62	4.56	4.52	4.52	4.54	4.11	4.36	4.56	4.29	4.51	4.42	4.64	4.43	4.49	4.55	4.53	4.46
free time count Std Dev 1. Std Err 0.0			1.24 0.099	1.33 0.246	1.25 0.159	1.31 0.152	1.67 0.271	1.39 0.134	1.34 0.137	1.33 0.354	1.38 0.161	1.39 0.137	1.34 0.357	1.38 0.101	1.33 0.203	1.53 0.327	1.44 0.210	1.35 0.150
I'm more successful 3. than most of the people	33 4.0	1 3.65	3.74	3.62	3.68	3.81	4.28	3.45	4.26	3.71	3.66	3.91	4.20	3.81	4.33	4.45	4.51	3.93
I know Std Dev 1. Std Err 0.0			$\begin{smallmatrix}1.31\\0.105\end{smallmatrix}$	0.283	0.152	$\substack{1.33\\0.155}$	$\begin{smallmatrix} 1.00\\0.160\end{smallmatrix}$	1.27 0.121	1.14 0.117	1.38 0.370	1.35 0.158	1.26 0.124	0.77 0.200	1.30 0.094	1.27 0.193	1.26 0.269	1.14 0.166	1.24 0.138
I feel guilty that I 2.9 don't spend enough time	98 3.2	5 2.71	3.03	3.31	3.03	2.95	2.63	3.02	2.93	2.57	3.27	2.78	3.27	2.97	2.65	2.91	2.74	3.03
with my family Std Dev 1. Std Err 0.1			1.46 0.118	1.69 0.314	1.44 0.186	1.43 0.167	1.50 0.243	1.51 0.145	1.48 0.152	1.40 0.374	1.55 0.184	1.45 0.144	1.39 0.358	1.49 0.109	1.25 0.191	1.23 0.262	1.48 0.219	1.49 0.169
I am more open-minded 4.1 than most people			4.55	4.85	4.52	4.44	4.33	4.46	4.55	4.79	4.59	4.42	4.40	4.49	4.58	4.86	4.74	4.57
Std Dev 1. Std Err 0.0			0.094	0.95 0.183	1.21 0.154	1.14 0.134	1.08 0.174	$\begin{smallmatrix}1.12\\0.108\end{smallmatrix}$	$\substack{1.14\\0.118}$	$\substack{1.31\\0.350}$	$\begin{array}{c} 1.17 \\ 0.140 \end{array}$	1.07 0.106	1.12 0.289	1.14 0.084	0.170	0.99 0.211	1.24 0.181	$\substack{1.09\\0.123}$
With all my other 3.7 commitments, I don't spend as much time with my friends as I'd like	30 3.7	2 3.88	3.81	4.34	4.03	3.46	3.62	3.73	3.88	3.71	3.90	3.74	3.80	3.78	3.81	4.09	3.81	3.80
Std Dev 1. Std Err 0.0			1.30 0.104	1.14 0.212	1.29 0.164	1.23 0.143	1.58 0.253	1.32 0.127	1.38 0.141	1.59 0.425	0.155	1.34 0.132	1.42 0.368	1.35 0.098	1.28 0.195	1.34 0.286	1.47 0.214	0.151
What others think about 3.9 me is very important	4.0	4 3.85	3.94	3.62	4.10	3.95	3.95	3.86	4.03	3.93	4.06	3.89	3.73	3.94	3.53	3.68	4.20	4.14
Std Dev 1 NFO #37102-010101	25 1.1	8 1.31	1.22	1.27	1.09	1.26	1.45	1.36 D o	1.11	0.92	1.22	1.32	1.22	1.27	1.16	1.25	1.26	1.08
						1	NFC	ne	sear	ch I	HC.							

Qla. On the scale below, please rate each of the following - Mean Summary

Base: Total answering

base. Total answering									T 11.66	.u.c		MARITAL	STATUS	=	C	ATALOG 1	ENFO		
		GENE	DER			AGE			INCO								HEAVY		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG SHOPRS	HEAVY SPEND CATLOG	SPEND KEY CAT		EVER SMOKED CIGARS
C. J. F	0.088	0.118	0.129	0.098	0.235	0.140	0.146	0.232	0.131	0.113	0.245	0.144	0.130	0.316	0.092	0.177	0.266	0.186	0.120
Std Err	4.21	4.17	4.26	4.20	3.97	4.11	4.39	4.21	4.20	4.23	3.93	4.16	4.18	4.93	4.24	4.33	4.23	4.47	4.15
I try to find small victories every day Std Dev	1.19	1.13	1.25 0.123	1.18	1.18 0.219	1.27 0.161	1.04 0.121	1.34 0.215	1.21 0.116	$\begin{smallmatrix}1.18\\0.121\end{smallmatrix}$	$\substack{1.38\\0.370}$	1.20 0.141	$\begin{smallmatrix}1.19\\0.117\end{smallmatrix}$	$\substack{0.80\\0.206}$	$\begin{smallmatrix}1.18\\0.086\end{smallmatrix}$	$\substack{1.21\\0.184}$	$\begin{smallmatrix}1.15\\0.246\end{smallmatrix}$	0.172	1.24 0.137
Std Err I wish there were more	2.28	2.77	1.80	2.23	2.43	2.30	2.14	2.45	2.28	2.28	2.00	2.17	2.38	2.43	2.30	2.44	3.24	2.27	2.49
places to go that were primarily for men Std Dev Std Err	1.38 0.097	1.46 0.146	0.110	1.34 0.108	1.64 0.310	1.46 0.188	1.13 0.131	1.50 0.244	1.41	1.35 0.140	1.47 0.408	1.32 0.156	0.141	1.16 0.309	1.38 0.101	1.61 0.252	1.79 0.390	1.44 0.214	1.43 0.160
I hate to shop Std Dev Std Err	3.41 1.69 0.118	3.61 1.59 0.158	3.21 1.78 0.174	3.36 1.71 0.137	3.10 1.61 0.299	3.47 1.62 0.205	3.42 1.81 0.211	3.59 1.65 0.264	3.45 1.61 0.154	3.36 1.80 0.183	3.07 1.69 0.450	3.41 1.67 0.195	3.42 1.75 0.172	3.67 1.59 0.410	3.40 1.71 0.124	3.28 1.64 0.250	3.09 1.60 0.341	2.60 1.66 0.243	3.44 1.65 0.183
I have less leisure	4.32	4.17	4.46	4.43	5.28	4.62	3.99	3.71	4.30	4.34	4.14	4.54	4.22	4.13	4.36	4.49	4.14	4.02	4.23
time than I used to Std Dev Std Err	1.53 0.107	1.54 0.155	1.51 0.148	0.116	$0.84 \\ 0.156$	1.36 0.174	1.49 0.174	1.83 0.297	1.57 0.151	$\substack{1.48\\0.152}$	1.51 0.404	$\substack{1.41\\0.168}$	1.60 0.158	1.60 0.413	0.113	1.45 0.227	1.56 0.340	1.63 0.240	1.55 0.175
I think companies should take better car of their loyal	4.95 e	4.98	4.91	4.97	5.03	5.03	4.88	4.85	4.96	4.93	4.86	4.89	5.05	4.60	4.95	4.98	5.33	5.02	0.90
customers Std Dev Std Err	1.04 0.073	$0.84 \\ 0.084$	$\begin{smallmatrix} 1.21\\ 0.118\end{smallmatrix}$	$0.99 \\ 0.080$	1.27 0.235	0.87 0.112	$\substack{1.03\\0.120}$	$\begin{smallmatrix}1.14\\0.182\end{smallmatrix}$	1.05 0.101	$\substack{1.03\\0.106}$	1.35 0.361	0.97 0.113	0.099	1.35 0.349	1.06 0.077	1.05 0.162	0.66 0.144	0.99	0.101
I like loyalty program like frequent flyer or frequent shopper	s 4.18	4.02	, 4.33	4.18	4.38	4.20	4.14	4.08	4.02	4.36	4.43	3.93	4.31	4.20	4.19	4.26	4.18	4.53	
programs Std Dev Std Err	$\begin{smallmatrix}1.48\\0.104\end{smallmatrix}$	0.156	1.40 0.137	0.116	1.35 0.250	$\begin{smallmatrix}1.47\\0.188\end{smallmatrix}$	1.45 0.169	1.69 0.271	$\substack{1.57\\0.150}$	$\substack{1.35\\0.139}$	1.45 0.388	$\begin{smallmatrix}1.41\\0.166\end{smallmatrix}$	0.152	1.42 0.368	1.46 0.107	0.191		0.239	
Being the best at my job is extremely	5.06	4.87	5.25	5.12	5.14	4.98	5.30	4.67	5.06	5.06	5.14	4.94	5.12	5.20	5.07	4.95	4.82	4.89	4.87
important to me Std Dev Std Err	1.08 0.076	1.19 0.120	0.93 0.091	0.97 0.078	1.09 0.203	1.03 0.133	$\substack{0.81\\0.094}$		1.07 0.103	$\begin{smallmatrix}1.10\\0.113\end{smallmatrix}$		$0.95 \\ 0.113$	$\begin{smallmatrix}1.21\\0.119\end{smallmatrix}$	0.94 0.243	1.08 0.079		1.18 0.252		
I prefer stores that offer expert advice a	4.22 nd	4.26	4.18	4.15	4.31	4.15	4.14	4.44	4.21	4.23	4.07	4.16	4.32	3.93	4.21		4.73	4.28	4.38
assistance Std Dev Std Err	1.12 0.078				$\substack{0.97\\0.180}$	$\substack{1.01\\0.128}$			$0.14 \\ 0.109$				$\substack{1.16\\0.115}$	0.316	0.083	0.167	0.188	0.179	0.109
I consider myself to	be 3.24	3.16	3.32	3.15	3.03	3.18	3.27	3.36	3.07	3.43	3.50	3.03	3.32	3.47			3.64	4.00	3.33
very fashion consciou Std Dev Std Err	1.52 0.106									0.157	0.389	0.161	0.160	0.401	0.111	0.234	0.333	0.221	0.162
I enjoy taking risks Std Dev Std Err	3.35 1.35 0.094	1.27	1.43	1.34	1.45	1.33	1.37	1.21	1.35	1.36	0.96	1.35	1.39	1.33 0.345	1.35 0.098	1.30 0.198	1.30 0.277	1.26 0.184	1.32 0.147
I wish I knew more about the products I	3.50	3.63	3.38	3.41	3.62	3.42	3.38	3.69	3,55	3.44	3.50	3.26	3.65	3.60	3.48	3.65	3.68	3.23	3.45
buy a lot of NFO #37102-010101								NF) Re	esea	rch	Inc.							

Qla. On the scale below, please rate each of the following - Mean Summary

Base: Total answering

		GEN	DER			AGE			INC	DME		MARITA	STATUS	5	C	ATALOG 1	(NFO		
	TOTAL	MEN	WOMEN		25-34				\$75K- \$99.9K				NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG	CATLOG	HEAVY SPEND KEY CAT		EVER SMOKED CIGARS
	1.18 0.082	0.122	1.13 0.110	0.092	1.21 0.224	1.06 0.135	1.24 0.145	1.15 0.184	1.19 0.114	1.16 0.119	1.16 0.310	1.16 0.137	1.21 0.119	0.91 0.235	1.17 0.085	1.09 0.166	1.09 0.232	1.43 0.209	1.11 0.124
I like it when companies or brands that I am loyal to recognize me for my	4.65	4.51	4.79	4.65	4.83	4.68	4.57	4.62	4.57	4.75	4.21	4.66	4.63	5.20	4.69	4.67	5.05	4.68	4.59
	1.12 0.078	$\begin{smallmatrix}1.13\\0.112\end{smallmatrix}$	1.09 0.107	$\begin{smallmatrix}1.11\\0.089\end{smallmatrix}$	$\begin{smallmatrix}1.10\\0.205\end{smallmatrix}$	1.05 0.134	$\begin{smallmatrix}1.12\\0.131\end{smallmatrix}$	0.197	1.20 0.115	$\begin{smallmatrix}1.01\\0.103\end{smallmatrix}$	$\begin{smallmatrix}1.31\\0.350\end{smallmatrix}$	$\substack{0.99\\0.116}$	$0.118 \\ 0.116$	0.94 0.243	1.06 0.077	0.97 0.148	$\begin{smallmatrix}0.79\\0.167\end{smallmatrix}$	1.14 0.167	$\begin{smallmatrix}1.10\\0.123\end{smallmatrix}$
to find the best price	4.44	4.50	4.38	4.35	4.17	4.55	4.34	4.69	4.44	4.45	4.07	4.55	4.45	4.27	4.48	4.02	3.91	4.34	4.42
	1.21 0.084	$\begin{smallmatrix} 1.21 \\ 0.121 \end{smallmatrix}$	1.20 0.118	0.098	$\begin{array}{c} 1.51 \\ 0.281 \end{array}$	$\substack{1.10 \\ 0.139}$	$\begin{array}{c} 1.21 \\ 0.140 \end{array}$	0.177	$\begin{array}{c} 1.18 \\ 0.113 \end{array}$	1.24 0.126	1.07 0.286	$\substack{1.31\\0.154}$	0.115	1.03 0.267	1.17 0.085	$\substack{1.06\\0.161}$	0.236	1.34 0.195	$\begin{smallmatrix}1.18\\0.131\end{smallmatrix}$
I spend most of my free time with my family	4.68	4.60	4.75	4.70	4.72	4.97	4.46	4.55	4.68	4.67	3.36	5.18	4.65	3.67	4.65	4.14	3.95	4.53	4.41
Std Dev Std Err (1.29 0.090	$\substack{1.30\\0.129}$	1.29 0.127	$\begin{smallmatrix}1.34\\0.107\end{smallmatrix}$	1.33 0.248	$\begin{array}{c} 1.12 \\ 0.142 \end{array}$	1.45 0.169	0.184	1.25 0.119	$\substack{1.35\\0.138}$	0.289	$\substack{1.10\\0.128}$	1.25 0.124	1.23 0.319	$\substack{1.31\\0.096}$	1.39 0.212	1.53 0.326	$\substack{1.36 \\ 0.199}$	1.42 0.158
little extra when å store offers good	4.62	4.43	4.81	4.62	4.90	4.71	4.47	4.54	4.60	4.65	4.71	4.56	4.64	4.67	4.64	4.60	4.68	4.98	4.60
	1.00 0.070	$\begin{smallmatrix}1.00\\0.100\end{smallmatrix}$	0.96 0.094	0.98 0.078	$\begin{smallmatrix}0.67\\0.125\end{smallmatrix}$	$0.78 \\ 0.099$	$\begin{smallmatrix}1.16\\0.135\end{smallmatrix}$	$\begin{smallmatrix}1.14\\0.183\end{smallmatrix}$	0.95 0.091	$\begin{smallmatrix}1.05\\0.107\end{smallmatrix}$	$\substack{0.73\\0.194}$	$\substack{0.96\\0.112}$	$\begin{smallmatrix}1.07\\0.106\end{smallmatrix}$	0.90 0.232	$\begin{smallmatrix}1.00\\0.073\end{smallmatrix}$	$\substack{\textbf{1.03}\\\textbf{0.157}}$	0.84 0.179	1.01 0.147	0.85 0.094
I frequently entertain quests at home	3.21	3.06	3.37	3.17	3.21	3.32	3.07	3.33	3.10	3.34	4.14	3.21	3.10	3.20	3.20	3.47	3.64	3.85	3.16
Štd Dev	1.47 0.102	1.46 0.145	1.46 0.143	1.48 0.119	1.32 0.245	1.62 0.205	$\substack{1.40\\0.163}$	$\substack{1.49 \\ 0.239}$	$\begin{smallmatrix} 1.50 \\ 0.143 \end{smallmatrix}$	$\begin{smallmatrix}1.43\\0.146\end{smallmatrix}$	1.23 0.329	$\substack{\textbf{1.55} \\ \textbf{0.182}}$	$\begin{array}{c} 1.38 \\ 0.136 \end{array}$	1.61 0.416	1.47 0.106	1.47 0.224	0.283	1.44 0.211	0.170
spend extra for the	4.60	4.50	4.69	4.60	4.48	4.82	4.50	4.50	4.57	4.63	5.14	4.52	4.55	4.80	4.62	4.60	4.77	4.83	4.62
best quality Std Dev Std Err (1.10 0.077	$0.111 \\ 0.111$	$\begin{smallmatrix}1.08\\0.106\end{smallmatrix}$	1.09 0.087	$\begin{smallmatrix}1.24\\0.231\end{smallmatrix}$	0.88 0.112	$\begin{smallmatrix}1.13\\0.131\end{smallmatrix}$	1.25 0.202	$\begin{smallmatrix}1.11\\0.107\end{smallmatrix}$	1.09 0.111	0.86 0.231	1.04 0.122	$\begin{smallmatrix}1.17\\0.116\end{smallmatrix}$	0.94 0.243	$\begin{smallmatrix}1.08\\0.078\end{smallmatrix}$	$\begin{smallmatrix}1.20\\0.183\end{smallmatrix}$	0.97 0.207	1.26 0.183	$\begin{smallmatrix}1.01\\0.112\end{smallmatrix}$
I believe it's more important for a wife to help her husband's career than to have one		2.04	2.13	1.98	1.86	1.90	2.12	2.46	1.90	2.29	1.31	2.12	2.21	1.67	2.02	2.10	2.09	2.02	1.86
herself Std Dev Std Err	1.39 0.097	$0.131 \\ 0.130$	1.46 0.144	0.103	1.33 0.247	0.160	0.156	1.67 0.267	$\begin{smallmatrix}1.22\\0.118\end{smallmatrix}$	$0.153 \\ 0.156$	0.63 0.175	$\begin{smallmatrix}1.31\\0.154\end{smallmatrix}$	1.52 0.150	0.98 0.252	1.37 0.100	1.54 0.238	$\begin{smallmatrix}1.63\\0.348\end{smallmatrix}$	$\begin{smallmatrix}1.34\\0.196\end{smallmatrix}$	1.27 0.141
I wish I had more adventure in my life	3.49	3.58	3.40	3.51	3.97	3.69	3.26	3.21	3.51	3.46	3.79	3.42	3.48	3.60	3.48	3.37	3.82	3.20	3.75
Std Dev	1.28 0.090	1.26 0.126	$\begin{smallmatrix}1.30\\0.128\end{smallmatrix}$	1.27 0.102	1.40 0.260	$\begin{smallmatrix}1.00\\0.127\end{smallmatrix}$	$\substack{1.36\\0.158}$	1.34 0.217	$\begin{smallmatrix}1.26\\0.121\end{smallmatrix}$	$\begin{smallmatrix}1.32\\0.135\end{smallmatrix}$	1.37 0.366	$\begin{smallmatrix}1.14\\0.134\end{smallmatrix}$	$0.141 \\ 0.140$	0.99 0.254	$\begin{smallmatrix}1.31\\0.095\end{smallmatrix}$	1.25 0.191	1.30 0.276	1.33 0.196	$\substack{1.20\\0.134}$
Making sure I look my best at all times is	3.94	3.86	4.02	3.97	3.55	4.03	4.08	3.82	3.84	4.05	4.29	3.86	3.93	4.07	3.93	3.74	3.73	4.13	4.09
very important to me Std Dev Std Err	1.37 0.096	1.41 0.141	0.131	1.30 0.104	1.70 0.316	1.10 0.140	1.30 0.151	1.62 0.259	1.45 0.139	1.28 0.131	1.27 0.339	1.25 0.146	1.48 0.146	1.33 0.345	0.099	1.29 0.197	1.39 0.296	1.35 0.196	1.44 0.160

NFO #37102-010101

NFO Research Inc.

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Qla. On the scale below, please rate each of the following - Mean Summary

Base: Total answering

base, total answering		GENE	ER			AGE			INCO)ME		MARITAL	STATUS	5	CA	ATALOG I	INFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65 =====	\$75K \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO KTDS	WIDOW	CATLOG SHOPRS	CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	
I wish I had more time		3.77	3.89	3.85	4.07	3.95	3.69	3.68	3.80	3.87	4.21	3.75	3.78	4.20	3.86	4.05	4.14	3.85	3.97
to spend with my friends Std Dev Std Err	1.30 0.091	1.24 0.125	1.36 0.133	1.24 0.100	0.276	0.139	1.28 0.149	1.47 0.242	0.124	1.32 0.136	0.300	1.24 0.146	1.40 0.139	1.01 0.262	1.30 0.095	0.194	0.249	1.32 0.194	1.19 0.134
I can't afford all the	4.27	4.21	4.33	4.29	4.68	4.40	4.15	3.95	4.69	3.80	4.36	4.44	4.16	4.13	4.31	3.86	3.73 1.49	3.62 1.64	4.33 1.52
luxuries of life Std Dev Std Err	$\begin{smallmatrix}1.48\\0.103\end{smallmatrix}$	$\substack{1.44\\0.143}$	0.149	$\substack{1.46\\0.118}$	$\substack{1.09 \\ 0.206}$	0.160	$\substack{1.68\\0.195}$	0.252	$\substack{1.23\\0.118}$	0.163	1.15 0.308	1.41 0.167	1.54 0.152	1.64 0.424	0.108	1.66 0.253	0.317	0.239	0.169
I am more confident in	4.30	4.30	4.30	4.35	4.34	4.27	4.40	4.13	4.26	4.35	4.36	4.43	4.22	4.13	4.28	4.26	3.95	4.65	4.47
myself than most people Std Dev Std Err	e 1.17 0.082	1.13 0.113	1.21 0.118	$\frac{1.19}{0.096}$	$\substack{1.08\\0.200}$	$\substack{1.19\\0.151}$	$\substack{\textbf{1.22}\\\textbf{0.143}}$	$\substack{1.13\\0.181}$	$\substack{1.24\\0.118}$	$\substack{1.09\\0.112}$	$\substack{1.15\\0.308}$	$\substack{1.17\\0.138}$	$0.118 \\ 0.116$	0.291	1.19 0.086	1.17 0.181	1.32 0.288	1.06 0.156	0.93 0.104
I frequently treat	4.25	4.16	4.33	4.19	3.83	4.03	4.46	4.45	3.97	4.55	4.21	3.95	4.37	4.87	4.23	4.58	4.68	5.04	4.36
myself to some of life's little luxuries Std Dev Std Err	1.35 0.094	1.23 0.123	1.46 0.143	0.110	1.67 0.310	0.166	1.31 0.152	1.13 0.184	1.38 0.133	1.26 0.128	1.42 0.381	1.41 0.165	$\begin{smallmatrix}1.31\\0.130\end{smallmatrix}$	0.92 0.236	$\begin{smallmatrix}1.38\\0.101\end{smallmatrix}$	1.35 0.206	1.39 0.297	1.09 0.161	1.18 0.131
I'm not really interested in adventure, I prefer to take it easy in my fre	3.66 e	3.51	3.80	3.67	3.17	3.84	3.68	3.77	3.75	3.55	3.21	3.71	3.71	3.47	3.68	3.77	3.50	3.53	3.37
time Std Dev Std Err	1.38 0.096	1.38 0.138	1.36 0.133	0.109	1.51 0.281	$\begin{smallmatrix}1.28\\0.163\end{smallmatrix}$	$\begin{smallmatrix}1.31\\0.153\end{smallmatrix}$	1.44 0.231	0.134	1.35 0.138	1.25 0.334	1.46 0.171	0.135	1.13 0.291	1.38 0.100	1.34 0.205 4.93	1.26 0.269 4.90	1.43 0.208 4.94	1.30 0.144 4.59
I consider myself highly successful	4.36	4.49	4.23	4.28	4.07	4.25	4.32	4.82	3.97	4.80	4.43	4.13	4.50	4.47	4.34 1.26	1.05	1.18	1.01	
Std Dev Std Err	1.25 0.087	0.122	1.26 0.124	$\substack{1.30\\0.104}$	1.44 0.267	$\substack{1.18\\0.151}$	$\substack{1.35\\0.156}$	0.88 0.142	$\substack{1.31\\0.125}$	$\substack{1.01\\0.103}$	1.09 0.291	0.163	$0.116 \\ 0.115$	1.19 0.307	0.091	0.161	0.257	0.147	0.125
I like to go to the most popular	3.09	3.22	2.96	3.01	3.03	3.05	3.00	3.33	2.87	3.33	3.43	2.89	3.11	3.60	3.05	3.28	3.55	3.81	3.27
restaurants and bars Std Dev Std Err	1.41 0.099	0.138 0.138	1.43 0.141	0.111	1.66 0.308	1.32 0.168	1.40 0.163	1.40 0.224	1.40 0.134	1,39 0.142	1.22 0.327	1.41 0.165	1.43 0.141	1.40 0.363	1.42 0.103	1.30 0.198	1.37 0.292	0.182	1.36 0.151
I like to go to the	3.32	3.40	3.24	3.26	3.79	3.08	3.24	3.54	3.36	3.27	3.79	3.05	3.37	3.80	3.29	3.26	3.27	3.87	3.33 1.65
latest movies Std Dev Std Err	$\frac{1.66}{0.116}$	$1.70 \\ 0.169$	$\substack{1.63\\0.160}$	1.64 0.132	1.57 0.291	1.75 0.222	0.181	0.275	1.72 0.165	$\substack{1.60\\0.163}$	1.81 0.482		1.65 0.163	1.70 0.439	1.66 0.121	1.60 0.245	1.61 0.343	1.65 0.241	0.183
I like to discover new	w 4.54	4.51	4.57	4.48	4.55	4.56	4.38	4.74	4.49	4.60	4.79	4.47	4.53	4.73	4.52	4.40	4.45	4.89	4.57
go Std Dev Std Err	1.20 0.084	1.15 0.115	1.24 0.122	1.21 0.097	1.21 0.225	1.03 0.131	0.153	$\substack{1.21\\0.193}$	1.29 0.123	0.111	0.261		1.20 0.119	1.53 0.396	1.20	0.177	0.96 0.205	1.22 0.178	0.112
I'm much more adventurous than most	3.74	3,99	3.49	3.67	3.69	3.50	3.82	3.97	3.52	3.98	4.14	3.64	3.74	3.80	3.71	3.84	4.14	4.34	3.96
people I know Std Dev Std Err	1.42 0.099	1.27 0.126	1.53 0.150	1.44 0.115	1.37 0.254	1.32 0.167	1.54 0.179		1.50 0.144			1.50 0.176			1.43 0.104		1.25 0.266	1.36 0.198	

NFO #37102-010101

Qla. On the scale below, please rate each of the following - Mean Summary

Base: Total answering

		GEN	IDER			AGE			INC	DME		MARITA	L STATU	5	C	ATALOG :	INFO		
	TOTAL	MEN	WOMEN	30-54			45-54		\$75K- \$99.9K				MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT		EVER SMOKED CIGARS
I'm extremely happy with my life	4.82	4.63	5.00	4.83	4.72	4.85	4.81	4.85	4.78	4.86	4.64	4.99	4.74	4.73	4.82	4.86	4.77	5.15	4.86
Std Dev Std Err	1.09 0.076	1.22 0.122	$\substack{0.92\\0.091}$	$\substack{1.06\\0.085}$	$\substack{1.31\\0.243}$	$\begin{array}{c} 1.13 \\ 0.143 \end{array}$	0.96 0.112	$\begin{array}{c} 1.16 \\ 0.186 \end{array}$	$\begin{smallmatrix}1.06\\0.101\end{smallmatrix}$	$\begin{array}{c} 1.14 \\ 0.116 \end{array}$	1.15 0.308	$\begin{smallmatrix} 1.12\\0.132\end{smallmatrix}$	1.07 0.105	1.10 0.284	$\begin{smallmatrix}1.11\\0.081\end{smallmatrix}$	$\substack{1.06\\0.162}$	1.27 0.271	$\substack{0.83\\0.122}$	$\substack{1.08\\0.120}$
I like it when companies send me information about thei products	4.16 r	3.99	4.32	4.10	4.14	4.08	4.16	4.28	4.13	4.19	3.64	4.11	4.25	4.20	4.20	4.12	4.23	4.23	3.89
Std Dev Std Err	$\begin{smallmatrix}1.16\\0.081\end{smallmatrix}$	0.118	0.109	0.094	1.19 0.220	0.169	0.117	1.15 0.183	1.24 0.119	$\substack{1.06 \\ 0.108}$	$\substack{1.34\\0.357}$	$\substack{1.14\\0.133}$	$\begin{smallmatrix}1.14\\0.113\end{smallmatrix}$	1.15 0.296	0.083	1.22 0.186	1.07 0.227	0.180	$\begin{smallmatrix}1.18\\0.131\end{smallmatrix}$
I have difficulty juggling work and	3.29	3.25	3.33	3.30	3.38	3.37	3.18	3.23	3.20	3.39	3.64	3.36	3.18	3.33	3.26	3.60	3.76	3.41	3.26
family demands Std Dev Std Err	0.102	$\begin{smallmatrix}1.41\\0.141\end{smallmatrix}$	1.51 0.148	1.40 0.112	1.59 0.295	0.165	0.166	1.66 0.266	1.42 0.136	1.50 0.154	$\begin{smallmatrix} 1.50\\ 0.401\end{smallmatrix}$	1.49 0.175	1.43 0.141	1.54 0.398	1.47 0.107	1.42 0.218	1.45 0.316	1.67 0.246	1.38 0.154
I have no interest in any kind of communication or dialogue with manufacturers of products I buy	3.03	3.16	2.90	2.94	2.90	3.11	2.81	3.41	3.05	3.01	3.50	3.21	2.85	2.93	2.96	2.91	2.91	3.04	3.06
Std Dev Std Err	0.093	1.49 0.148	1.16 0.114	1.29 0.103	$\begin{smallmatrix} 1.08\\0.201\end{smallmatrix}$	$\substack{\textbf{1.40} \\ \textbf{0.178}}$	1.27 0.147	$\substack{1.48\\0.237}$	$\substack{\textbf{1.35}\\\textbf{0.129}}$	$\begin{smallmatrix}1.33\\0.135\end{smallmatrix}$	$\substack{1.29\\0.344}$	$\begin{smallmatrix}1.36\\0.160\end{smallmatrix}$	$0.129 \\ 0.128$	0.371	1.30 0.094	1.32 0.202	0.301	1.25 0.182	0.147
Once I find a brand that satisfies me, I usually don't experiment with new	4.33	4.48	4.19	4.22	4.62	4.35	4.00	4.72	4.32	4.34	4.29	4.53	4.19	4.33	4.32	4.07	4.09	4.21	4.27
ones Std Dev Std Err	1.13 0.079	$\begin{smallmatrix}1.03\\0.102\end{smallmatrix}$	$\begin{smallmatrix}1.21\\0.118\end{smallmatrix}$	1.14 0.092	0.86 0.160	1.07 0.136	1.24 0.144	1.02 0.164	$\begin{smallmatrix}1.13\\0.108\end{smallmatrix}$	0.115	0.91 0.244	1.07 0.125	1.21 0.119	0.98 0.252	1.14 0.083	1.22 0.186	1.23 0.262	0.180	1.10 0.122
All these marketing ploys by companies sucl as frequent shopper or purchaser programs are just ways of trying to manipulate consumers	4.11 h	4.27	3.96	4.07	3.93	4.00	4.13	4.41	4.21	4.00	4.36	4.13	4.12	3.80	4.10	4.10	4.27	3.96	4.11
Std Dev Std Err	$\begin{smallmatrix}1.31\\0.092\end{smallmatrix}$	1.29 0.129	0.130	0.107	$\begin{smallmatrix}1.16\\0.216\end{smallmatrix}$	$\begin{smallmatrix}1.32\\0.169\end{smallmatrix}$	$\begin{smallmatrix}1.38\\0.163\end{smallmatrix}$	1.27 0.204	1.24 0.120	$\begin{smallmatrix}1.38\\0.141\end{smallmatrix}$	$\substack{0.63\\0.169}$	$\begin{smallmatrix}1.31\\0.154\end{smallmatrix}$	1.42 0.141	1.01 0.262	1.29 0.095	1.27 0.195	0.239	1.32 0.192	1.33 0.149
My work requires me to work long hours	3.88	4.02	3.74	4.01	4.31	4.03	3.86	3.31	3.64	4.15	4.21	4.01	3.70	4.13	3.86	4.07	4.14	4.02	3.98
Std Dev Std Err	0.119	1.64 0.163	1.77 0.174	1.61 0.129	1.69 0.314	$\substack{1.53\\0.194}$	$\substack{1.73\\0.201}$	$\begin{matrix} 1.88 \\ 0.301 \end{matrix}$	1.74 0.167	0.168	1.53 0.408	$\substack{1.63\\0.191}$	1.76 0.174	1.88 0.487	1.72 0.125	1.70 0.259	1.61 0.344	$\substack{1.80\\0.263}$	1.72 0.192
My home is my pride and joy Std Dev	d 4.52	4.44	4.60	4.48	4.38	4.48	4.48	4.72	4.44	4.61	4.43	4.35	4.64	4.60	4.51	4.35	4.27	4.60	4.40
Std Dev Std Err	$\begin{smallmatrix} 1.02\\0.071\end{smallmatrix}$	0.97 0.096	$\substack{1.07\\0.105}$	$\begin{smallmatrix}1.00\\0.080\end{smallmatrix}$	1.12 0.207	$\substack{0.95\\0.121}$	$\begin{smallmatrix}1.03\\0.119\end{smallmatrix}$	1.02 0.164	$\begin{smallmatrix}1.10\\0.105\end{smallmatrix}$	$\begin{smallmatrix}0.91\\0.093\end{smallmatrix}$	$\substack{1.09 \\ 0.291}$	$\begin{matrix} 1.15 \\ 0.134 \end{matrix}$	$\substack{0.93\\0.091}$	$\substack{0.83\\0.214}$	$\begin{smallmatrix}1.01\\0.073\end{smallmatrix}$	1.00 0.152	$\begin{smallmatrix}0.88\\0.188\end{smallmatrix}$	$\substack{0.90\\0.131}$	$\substack{0.96\\0.106}$
I don't mind sharing information with companies if it will result in improved products or services NFO #37102-010101	4.82	4.79	4.85	4.76	4.79	4.82	4.76	4.95	4.81 Re-	4.83	4.21	4.73	4.96	4.87	4.82	4.65	4.68	4.85	4.89

Qla. On the scale below, please rate each of the following - Mean Summary

Base: Total answering

base. Total allswelling												MARTAI	CTATUS		C	ATALOG 1	NEO		
		GENE	ER			AGE			INCO	OME		MAK1 (A)	STATUS				HEAVY		
	TOTAL	MEN	WOMEN		25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	SPEND KEY CAT	HEAVY INDLGR	
Std Dev	1.02	1.06 0.105	0.98 0.096	1.01 0.081	1.05 0.195	0.91 0.116	1.06 0.123	1.10 0.176	1.03 0.098	1.01 0.103	1.42 0.381	0.91 0.106	1.00 0.098	1.06 0.274	1.03 0.074	1.15 0.176	$\begin{smallmatrix}0.89\\0.191\end{smallmatrix}$	0.98 0.143	0.95 0.105
I believe that when you are shopping for an item it is always better to go to a store		3.88	3.42	3.61	3.38	3.79	3.52	3.85	3.44	3.90	3.57	3.55	3.81	3.13	3.63	3.58	3.95	3.79	3.86
that specializes in that one kind of item Std Dev Std Err	1.25 0.087	1.19 0.118	1.28 0.126	1.25 0.100	1.52 0.283	1.09 0.138	0.153	1.11 0.178	1.24 0.118	0.124 0.126	1.16 0.309	1.25 0.145	0.127	0.99 0.256	1.26 0.091	1.30 0.198	0.267	0.192	0.128
Relationships with manufacturers of products I buy a lot of	3.57	3.72	3.43	3.59	3.59	3.69	3.52	3.44	3.53	3.62	3.36	3.56	3.58	3.80	3.59	3.56	4.09	3.65	3.63
are important to me Std Dev Std Err	1 31	1.33 0.133	0.127	$\begin{smallmatrix}1.33\\0.107\end{smallmatrix}$	1.32 0.246	0.167	0.159	1.25 0.201	1.32 0.127	$\begin{smallmatrix}1.31\\0.134\end{smallmatrix}$	1.55 0.414	$\begin{smallmatrix}1.30\\0.152\end{smallmatrix}$	0.127	1.42 0.368	1.32 0.096	1.22 0.186	0.217	1.39 0.204	0.140
Shopping by catalog is too expensive to do regularly	3.26	3.36	3.16	3.14	3.72	3.19	2.97	3.62	3.38	3.13	3.00 1.36	3.35 1.48	3.20 1.49	3.47 1.60	3.19 1.47	2.53	2.59	2.98	3.15 1.45
Std Dev Std Err	1.48 0.103	1.45 0.143	1.51 0.148	1.43 0.114 4.43	1.33 0.248 4.90	1.40 0.178 4.23	1.46 0.169 4.48	1.63 0.261 4.23	1.50 0.143 4.34	1.45 0.148 4.51	0.363	0.171	0.147	0.413	0.106	0.217 4.63	0.299	4.81	0.161 4.43
I love to shop for products that personally interest me Std Dev	1.21	1.16	1.26	1.22	1.01	1.32	1.13	1.25	1.27	1.14 0.117	1.14 0.305	1.24 0.144	1.22 0.120	1.06 0.274	1.21 0.088	1.00 0.153	0.85 0.182	1.06 0.154	1.23 0.137
Std Err I take time out to mak	0.084 e 4.07	0.115 3.93	0.124 4.21	0.097 4.05	0.188 4.00	0.168 4.06	0.131 4.01		3.93	4.24	4.29	4.09	3.99	4.33	4.06	4.00	3.95	4.26	3.94
the most of everyday special occasions Std Dev Std Err	1.18 0.082	1.17 0.116	1.17 0.115	1.16 0.093	1.46 0.272	1.14 0.145	1.07 0.124	1.22 0.196	1.24 0.118	1.08 0.111	1.49 0.398	1.23 0.143	$\substack{1.12\\0.110}$	1.05 0.270	1,17 0.085	1.15 0.176	0.259	1.01 0.147	1.09 0.121
I enjoy spending money	4.45	4.27	4.63	4.38	4.72	4.32	4.36	4.62	4.39	4.53	4.43	4.36		4.73	4.49	4.45	4.43	4.72	4.19
on my home Std Dev Std Err	$\begin{smallmatrix}1.14\\0.080\end{smallmatrix}$	1.05 0.104	1.20 0.118		0.92 0.171		1.19 0.138	0.190		1.09 0.112		0.131 5.31	0.116	0.88 0.228 5.67	1.14 0.083 5.25	1.15 0.178 5.14	1.16 0.254 5.05	0.98 0.145 5.26	1.06 0.118 5.17
Relationships are important to me Std Dev	5.26 0.98 0.068	5.00 1.11 0.110		0.98	5.55 0.63 0.117	5.35 0.81 0.103	5.19 1.15 0.132	1.04		5.23 0.96 0.098	1.16	0.96	1.00	0.49	0.99	1.06	1.13 0.242	0.85	1.00 0.111
Std Err Privacy is a big	4.84	4.74				4.79	4.78		4.80	4.89	5.14	4.72	4.92	4.67	4.85	4.88	4.91	4.76	4.86
concern of mine Std Dev Std Err	1.10 0.077	1.12 0.111	1.07	1.13		1.16 0.147				0.94 0.096	0.254	0.146	0.096		0.081	0.164	0.278		0.98 0.109
My lifestyle is hection Std Dev Std Err	c 4.12 1.45 0.101	3.95 1.44 0.143	1.44	1.37	1.57	1.25	1.38	1.72	1.55	1.30	1.22	4.38 1.36 0.159	1.52	1.24	1.45	1.20 0.183	0.248	0.218	
I love catalogs Std Dev Std Err	3.86 1.58 0.110		1.48	1.57	1.61	1.41	1.66	1.62	3.68 1.54 0.147	1.60	1.09	1.64	1.63	1.46	1.54	1.26		1.63	1.45
NFO #37102-010101								NF	O Re	esea	rch	Inc.							

Qla. On the scale below, please rate each of the following - Mean Summary

Base: Total answering

		GEN	DER			AGE			INC	OME		MARITA	L STATU	s .	C	ATALOG I	ENFO		
	TOTAL	MEN	WOMEN	30-54			45-54			\$100K+			NO	DIVRCE, SEP/ WIDOW	CATLOG SHOPRS	SPEND CATLOG	HEAVY SPEND KEY CAT		EVER SMOKED CIGARS
Being a good parent is extremely important to		5.61	5.77	5.67	5.94	5.78	5.53	5.70	5.70	5.68	4.00	5.78	5.62	5.86	5.72	5.55	5.27	5.63	5.64
me Std Dev Std Err	$0.84 \\ 0.069$	0.90 0.104	0.77 0.090	$0.90 \\ 0.085$	0.24 0.056	$\begin{smallmatrix}0.67\\0.100\end{smallmatrix}$	$\begin{smallmatrix}1.12\\0.151\end{smallmatrix}$	$0.65 \\ 0.119$	$\substack{0.86\\0.098}$	0.82 0.098	2.83 2.000	0.73 0.084	$\begin{smallmatrix}0.88\\0.109\end{smallmatrix}$	$\substack{0.38\\0.143}$	$\begin{smallmatrix}0.81\\0.070\end{smallmatrix}$	$0.99 \\ 0.183$	0.316	$\substack{0.91\\0.154}$	0.88 0.112
I am comfortable being separate from the crow		4.88	5.02	4.94	5.00	4.89	4.94	5.03	4.95	4.95	4.86	4.78	5.09	4.93	4.95	5.05	4.91	4.94	5.04
Std Dev Std Err	1.01 0.071	1.14 0.114	0.86 0.085	1.06 0.085	0.96 0.179	0.96 0.122	$\begin{smallmatrix} 1.16\\ 0.137\end{smallmatrix}$	$\begin{smallmatrix}0.82\\0.133\end{smallmatrix}$	$\substack{1.02\\0.099}$	$\substack{0.99\\0.102}$	0.95 0.254	$\begin{smallmatrix}1.17\\0.136\end{smallmatrix}$	$0.88 \\ 0.089$	$\substack{0.88\\0.228}$	$\substack{1.01\\0.074}$	0.92 0.141	1.06 0.227	$\begin{smallmatrix} \textbf{1.05} \\ \textbf{0.153} \end{smallmatrix}$	$\substack{1.02\\0.113}$
Having close family relationships is	5.17	5.14	5.19	5.12	5.34	5.35	4.88	5.26	5.06	5.29	5.14	5.41	5.04	4.87	5.15	4.74	4.68	5.21	5.21
critical to happiness Std Dev Std Err	1.08 0.076	1.10 0.110	1.07 0.105	1.13 0.091	1.01 0.188	0.77 0.098	1.34 0.158	0.94 0.150	0.108	0.103 0.106	0.95 0.254	0.95 0.110	0.110	1.51 0.389	1.10 0.080	1.38 0.211	0.332	0.166	0.111
I am completely satisfied with my	3.53	3.70	3.37	3.50	3.55	3.48	3.57	3.49	3.49	3.58	3.50	3.50	3.57	3.47	3.49	3.47	3.18	3.66	3.58
physical appearance Std Dev Std Err	1.32 0.093	1.34 0.134	1.29 0.127	1.27 0.103	1.62 0.300	0.141	1.33 0.157	1.43 0.229	1.32 0.127	0.137	1.29 0.344	1.34 0.155	0.133	1.41 0.363	1.31 0.096	1.39 0.211	1.65 0.352	1.32 0.193	1.30 0.145
When I shop, I like to get in and get out as	4.65	4.84	4.47	4.58	4.55	4.68	4.46	5.08	4.71	4.57	4.93	4.71	4.57	4.60	4.66	4.67	4.81	4.17	4.84
guickly as possible Std Dev Std Err	1.41 0.099	1.27 0.129	1.51 0.149	1.41 0.114	1.33 0.246	1.29 0.164	1.56 0.186	1.29 0.206	1.30 0.126	1.53 0.158	1.21 0.322	1.36 0.159	1.46 0.147	1.59 0.412	1.40 0.103	1.30 0.201	1.21 0.264	1.68 0.247	1.34 0.149
I like when I get offers for products or services through the	4.08	3.71	4.45	4.07	4.03	4.00	4.21	3.97	4.02	4.16	4.07	3.82	4.27	4.13	4.17	4.37	4.45	4.28	3.89
mail Std Dev Std Err	1.39 0.098	1.45 0.146	1.23 0.121	1.38 0.111	1.38 0.255	1.36 0.172	1.38 0.164	1.48 0.237	1.43 0.138	1.34 0.138	1.73 0.462	1.40 0.164	1.37 0.137	0.99 0.256	1.34 0.098	1.33 0.202	0.235	1.39 0.203	1.44 0.161
I approach each day optimistically	4.81	4.62	4.99	4.81	5.00	4.71	4.83	4.77	4.73	4.89	4.71	4.69	4.84	5.27	4.80	4.95	5.05	5.19	4.88
Std Dev Std Err	$\substack{1.08\\0.076}$	$\begin{smallmatrix}1.18\\0.118\end{smallmatrix}$	0.94 0.093	$\begin{smallmatrix} 1.10\\ 0.088\end{smallmatrix}$	0.85 0.157	$\begin{smallmatrix}1.12\\0.142\end{smallmatrix}$	$\begin{smallmatrix}1.13\\0.133\end{smallmatrix}$	$\begin{smallmatrix}1.11\\0.178\end{smallmatrix}$	0.111	$\substack{0.99\\0.102}$	0.99 0.266	0.141	$\begin{smallmatrix} 1.01\\ 0.101\end{smallmatrix}$	$\substack{0.80\\0.206}$	0.079	$\substack{0.82\\0.124}$	$0.84 \\ 0.180$	$\begin{smallmatrix}0.80\\0.116\end{smallmatrix}$	$\substack{0.91\\0.102}$
I lead a healthy lifestyle	4.35	4.23	4.47	4.27	4.48	4.06	4.43	4.56	4.30	4.41	4.64	4.15	4.48	4.20	4.34	4.51	4.50	4.49	4.33
Std Dev Std Err	0.079	0.115	$\substack{1.09\\0.108}$	$\begin{smallmatrix}1.13\\0.091\end{smallmatrix}$	$\substack{1.09\\0.202}$	$\substack{1.19\\0.151}$	$\begin{smallmatrix}1.11\\0.131\end{smallmatrix}$	$\substack{1.05\\0.168}$	$\begin{smallmatrix}1.19\\0.114\end{smallmatrix}$	$\substack{1.06\\0.108}$	$\substack{0.93\\0.248}$	$\begin{smallmatrix}1.33\\0.155\end{smallmatrix}$	$\begin{smallmatrix}1.01\\0.101\end{smallmatrix}$	0.77 0.200	$\begin{smallmatrix}1.12\\0.082\end{smallmatrix}$	1.03 0.157	1.19 0.253	0.93 0.136	$0.99 \\ 0.110$
I wish I were able to spend more time with m male friends	2.87 y	3.32	2.43	2.93	3.34	2.89	2.80	2.55	2.79	2.97	3.36	2.62	2.87	3.73	2.90	3.23	3.59	2.79	3.21
Std Dev Std Err	$\begin{smallmatrix}1.47\\0.104\end{smallmatrix}$	$\begin{smallmatrix}1.41\\0.141\end{smallmatrix}$	1.39 0.139	$\begin{smallmatrix}1.40\\0.114\end{smallmatrix}$	1.76 0.326	1.28 0.163	1.39 0.167	1,54 0.249	1.49 0.145	$\substack{1.44\\0.149}$	1.55 0.414	$\begin{smallmatrix}1.48\\0.173\end{smallmatrix}$	$\begin{smallmatrix}1.44\\0.146\end{smallmatrix}$	1.16 0.300	1.47 0.108	1.43 0.218	1.65 0.352	1.35 0.197	1.34 0.150
When I shop, I'm extremely focused	4.30	4.45	4.15	4.22	4.10	4.23	4.31	4.54	4.14	4.47	4.14	4.08	4.44	4.53	4.30	4.44	4.55	4.51	4.44
Std Dev Std Err	1.20 0.084	$\begin{smallmatrix}1.18\\0.118\end{smallmatrix}$	1.21 0.119	1.16 0.094	1.32 0.245	1.14 0.144	0.139	1.25 0.201	1.20 0.116	1.17 0.121	0.95 0.254	1.22 0.142	1.21 0.121	$\substack{1.13\\0.291}$	1.17 0.086	1.08 0.164	1.10 0.235	$\substack{1.14\\0.166}$	1.11 0.123
I do not like pretentious people	5.27	5.30	5.23	5.26	5.15	5.15	5.43	5.33	5.25	5.29	5.14	5.20	5.35	5.13	5.27	5.19	5.43	5.00	5.35
NFO #37102-010101							7	VEC	Re	cear	ch I	ne							

Qla. On the scale below, please rate each of the following - Mean Summary

Base: Total answering

-	, , , , , , , , , , , , , , , , , , ,		GENE	DER			AGE			INCO	эме		MARITAL	STATUS	5	C/	ATALOG I	INFO		
		TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO KIDS	WIDOW	CATLOG	CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	CIGARS
	Std Dev Std Err	1.01 0.072	0.83	1.17 0.117	0.98 0.080	1.12 0.220	1.01 0.128	0.84 0.101	1.08 0.174	1.03 0.100	1.00 0.103	1.03 0.275	0.97 0.116	0.97 0.098	1.41 0.363	1.02 0.075	1.15 0.178	0.81	0.184	0.80 0.089
	It's a daily challenge for me to find time fo both work and my	3.85 r	3.87	3.83	3.98	4.00	4.13	3.77	3.38	3.77	3.94	3.86	4.03	3.73	3.73	3.84	4.00	3.95	3.83	3.90
	personal life Std Dev Std Err	1.54 0.108	$\begin{smallmatrix}1.52\\0.152\end{smallmatrix}$	1.57 0.155	1.48 0.120	1.85 0.344	1.30 0.165	0.181	1.62 0.259 4.41	1.54 0.149 4.39	1.54 0.158 4.58	1.35 0.361 4.64	1.58 0.185 4.35	1.53 0.153 4.48	1.62 0.419 4.93	1.53 0.112 4.45	1.41 0.216 4.63	1.59 0.339 4.86	1.71 0.250 4.85	1.52 0.170 4.73
	I have a better sense of humor than most people	4.48	1.09	1.18	4.50 1.14	4.38 1.21	4.56 1.13	4.47 1.16	1.07	1.19	1.06	0.74	1.25	1.11	0.80	1.15	0.93	0.89	0.86	0.99
	Std Dev Std Err	0.079	0.109	0.116	0.092	0.224	0.143	0.137	0.171	0.115	0.109 3.81	0.199 4.07	0.146 3.49	0.111 3.76	0.206 4.33	0.084 3.73	0.141 3.95	0.190 4.14	0.125 4.40	0.110 4.02
	Compared to most peopl I know, I tend to indulge myself more ir some of the finer		3.89	3.56	3.70	3.45	3.68	3.79	3.85	3.65	3.01	4.07								4 22
	things in life Std Dev Std Err	1.35 0.095	1.26 0.126	1.42 0.140	0.109	$\frac{1.48}{0.274}$	0.165	$\substack{1.33\\0.157}$	0.222	$\substack{1.33\\0.128}$	0.141	1.49 0.399	0.161	0.133	0.98 0.252	$\substack{1.37\\0.100}$	1.43 0.218	1.64 0.350	1.23 0.179	1.22 0.136
	Achieving balance between work, family and social life is critical to my	4.74	4.74	4.74	4.84	4.41	4.90	4.90	4.39	4.73	4.75	4.93	4.67	4.70	5.13	4.76	4.65	4.50	5.06	4.79
	definition of success Std Dev Std Err	1.30 0.091	1.29 0.129	1.30 0.129	$\begin{smallmatrix}1.21\\0.098\end{smallmatrix}$	1.59 0.296	0.95 0.121	$0.131 \\ 0.155$	1.44 0.234	1.24 0.120	1.36 0.140	1.27 0.339	0.159	1.28 0.128	1.13 0.291		1.36 0.208	1.57 0.334		1.17 0.130
	It's important to me be recognized as a valued customer by companies or manufacturers I am	to 4.42	4.43	4.41	4.42	4.38	4.48	4.38	4.44	4.43	4.41	4.07	4.28	4.55	4.53	4.45	4.60	4.86	4.57	4.27
	loyal to Std Dev Std Err	1.24 0.087					1.08 0.137	1.24 0.146	1.37 0.220	1.25 0.121	1.22 0.126	1.14 0.305	1.32 0.153	1.19 0.119	0.307	0.087	0.164	0.77 0.165	0.184	0.139
	I like shopping onlin Std Dev Std Err	e 2.16 1.40 0.100	1.47	1.34	1.36			2.17 1.37 0.164	1.97 1.52 0.246		2.23 1.44 0.149	2.00 1.11 0.296	1.44	2.16 1.42 0.144	1.40	1.43	1.50	3.24 1.55 0.337	1.42	1.43
	I prefer catalog shopping vs. going to	2.99 a	2.78	3.19	3.05	2.90	3.18	2.93	2.79	2.90	3.10	3.21	2.93	3.01	2.93	3.12	4.05	4.23	2.83	2.89
	store Std Dev Std Err	1.54 0.109											0.175	0.160	0.396	0.111	0.194		0.183	0.169
	I spend most of my fr	ee 4.36	4.44	4.27			_				4.33		4.59					4.23 1.27		
	Std Dev Std Err	1.36 0.096								0.133		0.272	0.144	0.140	0.456	0.101	0.194	0.271	0.208	0.158
	Having a strong relationship with my spouse is extremely important to me NFO #37102-010101	5.72	2 5.58	3 5.86	5.73	5.74	5.85	5.65					Inc.		5.80	5.74	5.40	5.28	5.68	5.70
									1 / T. /		coca		IIIC.							

Qla. On the scale below, please rate each of the following - Mean Summary

Base: Total answering

		GEN	DER			AGE			INC	OME		MARITA	L STATU	S	C.	ATALOG :	INFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44 	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	DIVRCE SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
Std Dev Std Err	0.76 0.058	0.94 0.100	0.47 0.051	0.77 0.067	0.73 0.168	0.53 0.072	$\begin{smallmatrix}0.92\\0.113\end{smallmatrix}$	0.74 0.127	0.78 0.081	0.74 0.083	0.00 0.000	0.93 0.109	0.63 0.065	0.45 0.200	0.74 0.058	1.01 0.170	1.18 0.278	0.84 0.137	0.78 0.095
I like being rewarded by companies for my loyalty Std Dev	4.80	4.71	4.90	4.90	4.68	5.10	4.77	4.49	4.77	4.85	4.86	4.85	4.77	4.80	4.85	4.84	5.05	4.85	4.53
Std Dev Std Err	$\begin{smallmatrix}1.17\\0.083\end{smallmatrix}$	0.118	0.116	0.088	$\begin{smallmatrix}1.39\\0.263\end{smallmatrix}$	$\substack{0.98\\0.125}$	$\begin{smallmatrix}1.11\\0.130\end{smallmatrix}$	$\begin{smallmatrix}1.35\\0.221\end{smallmatrix}$	1.27 0.123	$\substack{1.05\\0.109}$	$\begin{smallmatrix}0.86\\0.231\end{smallmatrix}$	$\begin{smallmatrix}1.21\\0.142\end{smallmatrix}$	$\begin{smallmatrix}1.20\\0.121\end{smallmatrix}$	1.15 0.296	$\begin{smallmatrix}1.13\\0.083\end{smallmatrix}$	0.169	0.79 0.167	$\begin{smallmatrix}1.09\\0.161\end{smallmatrix}$	1.23 0.136
I prefer stores that offer the lowest price	4.44	4.42	4.46	4.48	4.69	4.81	4.15	4.21	4.52	4.35	4.57	4.77	4.25	4.00	4.46	4.35	4.27	4.04	4.37
Std Dev Std Err	0.092	1.29 0.128	$0.135 \\ 0.133$	$\begin{smallmatrix}1.32\\0.105\end{smallmatrix}$	$\begin{smallmatrix}1.07\\0.199\end{smallmatrix}$	$\begin{smallmatrix}1.11\\0.141\end{smallmatrix}$	1.47 0.169	$\begin{smallmatrix}1.36\\0.220\end{smallmatrix}$	1.29 0.123	$\begin{smallmatrix}1.35\\0.139\end{smallmatrix}$	0.272	$\begin{smallmatrix}1.29\\0.150\end{smallmatrix}$	$\begin{smallmatrix}1.32\\0.130\end{smallmatrix}$	$\begin{smallmatrix}1.46\\0.378\end{smallmatrix}$	0.095	$\substack{1.27\\0.194}$	0.296		1.28 0.142
I rarely buy things on impulse	3.82	3.92	3.71	3.83	3.55	3.65	4.01	3.89	3.81	3.83	3.36	3.74	4.06	3.00	3.84	3.67	3.50	3.80	3.68
Std Dev Std Err	0.106	0.153	1.47 0.146	0.121	$\begin{smallmatrix} 1.38\\ 0.256\end{smallmatrix}$	$\substack{1.55\\0.197}$	0.177	0.250	1.50 0.144	$\begin{smallmatrix} 1.53\\ 0.158\end{smallmatrix}$	1.50 0.401	$\begin{smallmatrix}1.60\\0.186\end{smallmatrix}$	$\begin{smallmatrix}1.42\\0.142\end{smallmatrix}$	$\begin{smallmatrix}1.36\\0.352\end{smallmatrix}$	$\begin{smallmatrix}1.49\\0.108\end{smallmatrix}$	0.245	1.63 0.347	$\begin{smallmatrix} 1.50\\ 0.221\end{smallmatrix}$	1.54 0.171

Qlb. On the scale below, please rate each of the following - Top Box Summary

Base: Total Answering

		GEND	ER			AGE			INCO	ME		MARITAI	STATUS	S	C/	ATALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34			55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO	DIVRCE, SEP/ WIDOW	CATLOG	SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
I love the aroma of cigars	3 1.5% 100%	1.0% 33.3%	1.9% 66.7%	1.3% 66.7%	1 3.4% 33.3%	0 0.0% 0.0%	1.4% 33.3%	1 2.6% 33.3%	0.9% 33.3%	2 2.1% 66.7%	7.1% 33.3%	0 0.0% 0.0%	1.0% 33.3%	6.7% 33.3%	1.6% 100.0%	2.3% 33.3%	4.5% 33.3%	4.3% 66.7%	1.2% 33.3%
People smoke cigars primarily because they think it's a cool thing to do	53 26.1% 100%	33 32.7% 62.3%	20 19.6% 37.7%	35 22.4% 66.0%	4 14.3% 7.5%	16 25.8% 30.2%	18 24.3% 34.0%	15 39.5% 28.3%	25 23.1% 47.2%	28 29.5% 52.8%	14.3% 3.8%	16 22.5% 30.2%	33 32.0% 62.3%	13.3% 3.8%		18.6% 15.1%	5 22.7% 9.4%	12 25.5% 22.6%	27.2% 41.5%
People who smoke cigars are more confident in themselves than non- smokers	0.5% 100%	0.0% 0.0%	1.0% 100.0%	0.6% 100.0%	0.0% 0.0%	1.6% 100.0%	0.0% 0.0%		0 %0.0 %0.0	1.1% $100.0%$	0 0.0% 0.0%	0.0% 0.0%	1.0% 100.0%	0 0.0% 0.0%	0.5% 100.0%		0 0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0%
I don't mind when people smoke cigars near me	15 7.4% 100%	8.9% 60.0%	6 5.8% 40.0%	12 7.7% 80.0%	3 10.3% 20.0%	5 8.1% 33.3%	4 5.5% 26.7%	7.7% 20.0%	10 9.2% 66.7%	5.3% 33.3%	7.1% 6.7%	6 8.3% 40.0%	6 5.8% 40.0%	13.3% 13.3%	13 6.9% 86.7%	1 2.3% 6.7%	4.5% 6.7%	7 15.2% 46.7%	11 13.6% 73.3%
Cigar smoking is macho	9 4.4% 100%	4 4.0% 44.4%	5 4.9% 55.6%	7 4.5% 77.8%	0 0.0% 0.0%	4.8% 33.3%	4 5.4% 44.4%		6 5.6% 66.7%	3.2% 33.3%	0.0% 0.0%	7 9.9% 77.8%			9 4.8% 100.0%		0 0.0% 0.0%	2 4.3% 22.2%	3.7% 33.3%
I have no interest in trying cigar smoking	158 77.5% 100%	69 68.3% 43.7%	89 86.4% 56.3%		23 82.1% 14.6%	43 69.4% 27.2%	60 81.1% 38.0%	31 79.5% 19.6%	83 76.9% 52.5%	75 78.1% 47.5%	10 71.4% 6.3%	54 75.0% 34.2%	84 81.6% 53.2%	66.7% 66.3%	150 79.4% 94.9%	33 76.7% 20.9%	17 77.3% 10.8%	38 80.9% 24.1%	50 61.7% 31.6%
I have lots of friends who smoke cigars	4 2.0% 100%	1.0% 25.0%			0.0% 0.0%	3.3% 50.0%		2.6% 25.0%		3 3.1% 75.0%	0 0.0% 0.0%	2 2.8% 50.0%	1.9% 50.0%	0.0% 0.0%			0 0.0% 0.0%		2.5% 50.0%
Cigars are prestigious	14 6.9% 100%	7 7.0% 50.0%			3 10.7% 21.4%	4 6.6% 28.6%			6 5.6% 42.9%	8 8.4% 57.1%					14 7.4% 100.0%				
I would try smoking cigars if my friends did	3 1.5% 100%			1.3% 66.7%	0.0% 0.0% 0.0%	0 0.0% 0.0%		2.6% 33.3%	0.9% 33.3%	2 2.1% 66.7%	0 0.0% 0.0%				3 1.6% 100.0%				
Cigar smoking reminds me of my father or grandfather	e 17 8.4% 100%			12 7.7% 70.6%	4 14.3% 23.5%	4 6.5% 23.5%	5 6.8% 29.4%	4 10.5% 23.5%	7 6.5% 41.2%	10.5% 58.8%	14.3% 11.8%	9 12.7% 52.9%	6 5.89 35.39	0 80.0% 80.0	15 7.9% 88.2%		3 13.6% 17.6%	17.0% 47.1%	3.7% 17.6%
I find the aroma of cigars to be very offensive	110 53.7% 100%					25 40.3% 22.7%	44 5 5 9 . 5% 5 40 . 0%	27 69.2% 24.5%	60 55.0% 54.5%	50 52.1% 45.5%	9 64.3% 8.2%	31 42.5% 28.2%	63 61.29 57.39						
Cigar smoking is a classy thing to do	1.0% 100%										0.0% 0.0% 0.0%		1.09 50.09						
Cigar smoking is trendy today	52 25.7% 100%		21 3 20.49 40.49	41 6 26.5% 6 78.8%	9 31.0% 17.3%	16 25.89 30.89	19 36.0% 36.5%	8 6 21.6% 6 15.4%	28 25.9% 53.8%	24 25.5% 46.2%			27 3 26.59 3 51.99	7.19 6 1.99	49 6 26.19 6 94.29	10 6 23.3% 6 19.2%			
People who smoke cigars are more likely to have a good sense of humor than non-smokers	0 %0.0 %0.0																		

NFO #37102-010101

Qlb. On the scale below, please rate each of the following - Top Box Summary

Base: Total Answering

		GENE	ER			AGE			INCO	ME		MARITAL	STATUS	.	C	ATALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35~44 ======	45-54 =====	55-65 ======	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG		HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
I object to seeing someone smoking a cigar	64 32.0% 100%	21 21.0% 32.8%	43 43.0% 67.2%	48 31.2% 75.0%	7 25.0% 10.9%	17 27.9% 26.6%	27 37.0% 42.2%	13 34.2% 20.3%	35 33.0% 54.7%	29 30.9% 45.3%	3 21.4% 4.7%	21 30.0% 32.8%	36 35.6% 56.3%	4 26.7% 6.3%	60 32 . 3% 93 . 8%	15 34.9% 23.4%	5 22.7% 7.8%	17 36.2% 26.6%	12 15.0% 18.8%
Cigar smoking is one of life's little pleasures	8 4.0% 100%	4 4.0% 50.0%	4 4.0% 50.0%	3.2% 62.5%	7.1% 25.0%	1 1.6% 12.5%	2.7% 25.0%	8.1% 87.5%	3 2.8% 37.5%	5 5.4% 62.5%	0 0.0% 0.0%	3 4.2% 37.5%	2.9% 37.5%	23.3% 25.0%	8 4.3% 100.0%	7.1% 37.5%	9.5% 25.0%		
Smoking a cigar is a way of showing you accomplished something	0 0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0%	0.0% 0.0%		
The general public is now more tolerant of cigar smoking than it used to be	4 2.0% 100%	2.0% 50.0%	2.0% 50.0%	1.3% 50.0%	3.6% 25.0%	1 1.6% 25.0%	1 1.4% 25.0%	2.6% 25.0%	1.9% 50.0%	2 2.1% 50.0%	0 %0.0 %0.0	1 1.4% 25.0%	3 2.9% 75.0%	0 0.0% 0.0%	3 1.6% 75.0%	0.0% 0.0%	0 0.0% 0.0%		1 1.3% 25.0%
I would try smoking cigars if someone showed me how	0 0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0 0.0% 0.0%	0 %0.0% %0.0	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%		
Smoking a cigar is a part of a lifestyle of leisure	4 2.0% 100%	1.0% 25.0%	2.9% 75.0%	3 1.9% 75.0%	3.6% 25.0%	3.2% 50.0%	0.0% 0.0%	0.0% 0.0%	2.8% 75.0%	1.1% 25.0%	0 0.0% 0.0%	3 4.2% 75.0%	1.0% 25.0%	0.0% 0.0% 0.0%	2.1% 100.0%	2.3% 25.0%	0.0% 0.0% 0.0%		
I would like to learn more about cigars	1 0.5% 100%	1.0% 100.0%	0.0% 0.0%	0.6% 100.0%	3.4% 100.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1.4% 100.0%	0.0% 0.0%	0 0.0% 0.0%	0.5% 100.0%	0 %0.0 %0.0	0.0% 0.0% 0.0%		
People who smoke cigars are more open-minded than non-smokers	0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0%	0 80.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0% 0.0%	0 0.0% 0.0%		
I have tried cigar smoking but I did not like it	38 20.0% 100%	25 25.8% 65.8%	13 14.0% 34.2%	25 17.2% 65.8%	6 23.1% 15.8%	9 15.5% 23.7%	11 16.2% 28.9%	12 32.4% 31.6%	16 16.2% 42.1%	22 24.2% 57.9%	15.4% 5.3%	11 16.2% 28.9%	22 22.7% 57.9%	3 25.0% 7.9%	36 20.3% 94.7%	8 19.5% 21.1%	5 23.8% 13.2%		
Cigars are a status symbol	11 5.4% 100%	7 6.9% 63.6%	3.9% 36.4%	10 6.4% 90.9%	7.1% 18.2%	8.1% 45.5%	3 4.1% 27.3%	2.6% 9.1%	7.4% 72.7%	3.2% 27.3%	7.1% 9.1%	7.0% 45.5%	4.9% 45.5%	0 0.0% 0.0%	5.8% 100.0%	7.0% 27.3%	4.5% 9.1%	6.4% 27.3%	
When you smoke a cigar, you are part of the finer things in life		2.0% 100.0%		1.3% 100.0%	0.0% 0.0%	0.0% %0.0%	2.7% 100.0%	0.0% 0.0%	0.9% 50.0%	1.0% 50.0%	7.1% 50.0%	1.4% 50.0%	0.0% 0.0%	0 0.0% 0.0%	1.1% 100.0%	0.0% 0.0% 0.0%	0 0.0% 0.0%		
I have never tried cigar smoking	120 59.1% 100%	36 36.0% 30.0%	84 81.6% 70.0%	89 57.8% 74.2%	18 62.1% 15.0%	32 51.6% 26.7%	45 62.5% 37.5%	24 61.5% 20.0%	67 62.6% 55.8%	53 55.2% 44.2%	53.8% 5.8%	41 56.2% 34.2%	62 60.8% 51.7%	10 66.7% 8.3%	115 61.2% 95.8%	23 54.8% 19.2%	10 45.5% 8.3%		

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000876

NFO #37102-010101

Qlb. On the scale below, please rate each of the following - Top 2 Box Summary

Base: Total Answering

base. Total Allance mg		GEND	ER			AGE			INCO	ME		MARITAL	STATUS		CA	TALOG I	NFO		
	FOTAL.			30-54	 25_34	35-44 ======	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
I love the aroma of cigars	17 8.3% 100%	7 6.9% 41.2%	10 9.6% 58.8%	13 8.3% 76.5%	1 3.4% 5.9%	4 6.5% 23.5%	8 10.8% 47.1%	4 10.3% 23.5%	8 7.3% 47.1%	9 9.4% 52.9%	2 14.3% 11.8%	1 1.4% 5.9%	12 11.7% 70.6%	2 13.3% 11.8%	15 7.9% 88.2%	5 11.6% 29.4%	9.1% 11.8%	5 10.6% 29.4%	10 12.3% 58.8%
People smoke cigars primarily because they think it's a cool thing to do	112 55.2% 100%	62 61.4% 55.4%	50 49.0% 44.6%	85 54.5% 75.9%	11 39.3% 9.8%	36 58.1% 32.1%	41 55.4% 36.6%	24 63.2% 21.4%	55 50.9% 49.1%	57 60.0% 50.9%	64.3% 8.0%	39 54.9% 34.8%	57 55.3% 50.9%	7 46.7% 6.3%	103 54.5% 92.0%	21 48.8% 18.8%	10 45.5% 8.9%		
People who smoke cigars are more confident in themselves than non- smokers	7 3.4% 100%	1.0% 14.3%	6 5.9% 85.7%	2.6% 57.1%	0.0% 0.0% 0.0%	3.2% 28.6%	2.7% 28.6%	7.9% 42.9%	2.8% 42.9%	4 4.2% 57.1%	7.1% 14.3%	1 1.4% 14.3%		6.7% 14.3%		0.0% 0.0% 0.0%	0.0% 0.0%		57.1%
I don't mind when people smoke cigars near me	27 13.2% 100%	16 15.8% 59.3%	11 10.7% 40.7%	20 12.9% 74.1%	4 13.8% 14.8%	9 14.5% 33.3%	7 9.6% 25.9%	6 15.4% 22.2%	15 13.8% 55.6%	12 12.6% 44.4%	14.3% 7.4%	11.1% 29.6%	15 14.6% 55.6%	13.3% 7.4%	23 12.2% 85.2%	14.8%	9.1% 7.4%	17.4% 29.6%	19 23.5% 70.4%
Cigar smoking is macho	17 8.4% 100%	7 6.9% 41.2%	10 9.8% 58.8%	14 9.0% 82.4%	0.0% 0.0% 0.0%		9 12.2% 52.9%	7.9% 17.6%	12 11.1% 70.6%	5 5.3% 29.4%	3 21.4% 17.6%	41.2%	23.5%	17.6%	94.1%	11.8%		17.6%	
I have no interest in trying cigar smoking	167 81.9% 100%	77 76.2% 46.1%	90 87.4% 53.9%	128 82.1% 76.6%	24 85.7% 14.4%	46 74.2% 27.5%	64 86.5% 38.3%	32 82.1% 19.2%	87 80.6% 52.1%	80 83.3% 47.9%	6.6%	35.3%			93.4%	21.6%	17 77.3% 10.2%	40 85.1% 6 24.0%	70.4%
I have lots of friends who smoke cigars	9 4.4% 100%				0 0.0% 0.0%		4.1% 33.3%	2.6% 11.1%					44.4%	0 20.09 0.09	6 100.0%	2.3% 11.1%	11.19	6 44.49	8.6% 77.8%
Cigars are prestigious	17 8.4% 100%								8 7.5% 47.1%	9.5% 52.9%	5.99	6 29.4%		5.99	6 100.09	3 29.4%	17.69	6 6.49 6 17.69	6 7.4%
I would try smoking cigars if my friends did	3 1.5% 100%			2 1.3% 66.7%	0.0% 0.0%			2.6% 33.3%	0.99 33.39		0 6 0.09 6 0.09	6 0.09	66.7%	3 3 3 . 3%	£ 100.09	6 0.0%	0.09	6 0.09	
Cigar smoking reminds mo of my father or grandfather	e 28 13.8% 100%		18 17.6% 64.3%	20 3 12.8% 3 71.4%	5 17.9% 17.9%	7 3 11.3% 3 25.0%	9 3 12.2% 32.1%	7 18.49 25.09	14 6 13.09 6 50.09	14 5 14.79 5 50.09	3 6 21.49 6 10.79		6 42.99	6 0.09	¥ 85.79	6 32.1%	21.49	8 39.39	6 32.1%
I find the aroma of cigars to be very offensive	128 62.49 1009		70 67.3% 54.7%		15 51.79 5 11.79	32 51.69 6 25.09	49 66.2% 6 38.3%	32 8 82.19 6 25.09	70 6 64.29 6 54.79	58 6 60.49 6 45.39	K 7.09		6 57.09	6 6.3	× 93.89	27 6 62.8% 6 21.1%	13 59.1 10.2		
Cigar smoking is a classy thing to do	2.09 1009			3 6 1.99 6 75.09		1 6 1.69 6 25.09	0.09 6 0.09		3 6 2.89 6 75.09	1.15 6 25.05	8 25.0	% 50.09		6 0.0	% 2.19 % 100.0	£ 25.09		% 0.09 % 0.09	% 50.0%
Cigar smoking is trendy today	96 47.59 1009		44 6 42.79 6 45.89	78 6 50.39 6 81.39	15 6 51.79 6 15.69		6 47.99			43 6 45.7 6 44.8	% 71.4 % 10.4	% 44.49 % 33.39	6 47.1 5	€ 6.3	% 47.3 % 92.7	17 % 39.59 % 17.79	8 6 36.4 6 8.3	24 % 52.2 % 25.0	48 % 60.8% % 50.0%
People who smoke cigars are more likely to have a good sense of humor than non-smokers	1.59 1009								2 % 1.9 % 66.7	1.1 6 33.3	0.0 % 0.0 % 0.0	% 2.89							

NFO #37102-010101

Qlb. On the scale below, please rate each of the following - Top 2 Box Summary

Base: Total Answering

		DER			AGE			INCO	ME		MARITAL	STATUS	S	C	ATALOG I	NFO		
TOTAL	MEN	WOMEN	30-54	25-34	35-44			\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
I object to seeing 80 someone smoking a cigar 40.0 100	% 32.09	48 6 48.0% 6 60.0%	58 37.7% 72.5%	9 32.1% 11.3%	21 34.4% 26.3%	32 43.8% 40.0%	18 47.4% 22.5%	45 42.5% 56.3%	35 37.2% 43.8%	5 35.7% 6.3%	23 32.9% 28.8%	44 43.6% 55.0%	8 53.3% 10.0%	76 40 . 9% 95 . 0%	17 39.5% 21.3%	6 27.3% 7.5%	18 38.3% 22.5%	18 22.5% 22.5%
Cigar smoking is one of life's little pleasures 8.0	% 8.09			3 10.7% 18.8%	3 4.9% 18.8%	7 9.5% 43.8%	8.1% 18.8%	9 8.3% 56.3%	7 7.5% 43.8%	15.4% 12.5%	7.0% 31.3%	6 5.9% 37.5%		15 8.1% 93.8%		9.5% 12.5%		11 13.8% 68.8%
Smoking a cigar is a way 5 of showing you 2.5 accomplished something 100	% 2.Ō%			3.6% 20.0%	3 4.8% 60.0%	0.0% 0.0%	2.6% 20.0%	3.7% 80.0%	1.1% 20.0%	7.1% 20.0%	4.2% 60.0%	1.0% 20.0%	0.0% 0.0%	4 2.1% 80.0%	2.3% 20.0%	4.5% 20.0%		4 4.9% 80.0%
The general public is 15 now more tolerant of 7.4 cigar smoking than it 100 used to be	% 5.09		11 7.1% 73.3%	3 10.7% 20.0%	4 6.6% 26.7%	6.8% 33.3%	7.7% 20.0%	6 5.6% 40.0%	9 9.5% 60.0%	7.1% 6.7%	4.2% 20.0%	11 10.7% 73.3%	0 %0.0 %0.0	13 6.9% 86.7%	11.6% 33.3%	18.2% 26.7%		
I would try smoking 1 cigars if someone showed 0.5 me how 100		1 6 1.0% 6 100.0%		0 0.0% 0.0%	1.6% 100.0%	0.0% 0.0%	0.0% 0.0% 0.0%	$0.9\% \\ 100.0\%$	0 0.0% 0.0%	7.7% 100.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 0.0%		0.0% 0.0%		1.3% 100.0%
Smoking a cigar is a 9 part of a lifestyle of 4.4 leisure 100	% 4.02			3.6% 11.1%	8.1% 8.6%	2.7% 22.2%	0 0.0% 0.0%	7 6.5% 77.8%	2.1% 22.2%	1 7.1% 11.1%		4 3.9% 44.4%			4.7% 22.2%	0.0% 0.0%		
I would like to learn 2 more about cigars 1.0 100	% 1.09			3.4% 50.0%	1.6% 50.0%	0.0% 0.0%	0.0% 0.0%	1.8% 100.0%	0.0% 0.0%	7.1% 50.0%	1.4% 50.0%	0.0% 0.0%	0.0% 0.0%			0 0.0% 0.0%		
People who smoke cigars are more open-minded 0.0 than non-smokers 0.0	% 0.09		0 0.0% 0.0%	0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0 80.0% 0.0%	0 0.0% 0.0%	0.0% 0.0%	0 %0.0 %0.0	0.0% 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%		
I have tried cigar 50 smoking but I did not 26.3 like it 100	% 38.19		34 23.4% 68.0%	6 23.1% 12.0%	13 22.4% 26.0%	16 23.5% 32.0%	15 40.5% 30.0%	23 23.2% 46.0%	27 29.7% 54.0%	23.1% 6.0%		29 29.9% 58.0%	41.7% 10.0%	47 26.6% 94.0%	13 31.7% 26.0%	8 38.1% 16.0%		43 53.1% 86.0%
Cigars are a status 20 symbol 9.5 100	% 12.99	7 6 6.9% 6 35.0%	19 12.2% 95.0%	7.1% 10.0%	9 14.5% 45.0%		2.6% 5.0%	16 14.8% 80.0%	4 4.2% 20.0%	14.3% 10.0%	11.3% 40.0%	10 9.7% 50.0%	0.0% 0.0%	20 10.6% 100.0%	5 11.6% 25.0%	4.5% 5.0%	5 10.6% 25.0%	11 3 13.6% 55.0%
When you smoke a cigar, 4 you are part of the 2.0 finer things in life 100	% 2.09			0.0% 0.0%	0.0% 0.0%		0 0.0% 0.0%	3 2.8% 75.0%	1.0% 25.0%	7.1% 25.0%		1.9% 50.0%	0.0%	2.1% 100.0%		0 %0.0 %0.0		
I have never tried cigar 124 smoking 61.1 100	% 38.0°			18 62.1% 14.5%	34 54.8% 27.4%		24 61.5% 19.4%		55 57.3% 44.4%	53.8% 5.6%		63 61.8% 50.8%				10 45.5% 8.1%	26 56.5% 21.0%	

AM 000878

NFO #37102-010101

Qlb. On the scale below, please rate each of the following - Mean Summary

Base: Total answering

		GENE	θER			AGE			INCO	ME		MARITA	L STATU	S	C/	ATALOG 1	NFO		
	TOTAL	MEN	WOMEN		25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG SHOPRS	SPEND CATLOG	HEAVY SPEND KEY CAT	INDLGR	EVER SMOKED CIGARS
_	1.91	2.01	1.81	1.99	1.79	2.18	1.85	1.64	1.87	1.95	2.00	1.85	1.93	1.93	1.87	2.16	2.27	2.04	2.40
I love the aroma of cigars Std Dev	1.39	1.35	1.43	1.41	1.29	1.40	1.42	1.39 0.222	1.38 0.132	1.41 0.144	1.75 0.469	1.16 0.136	1.48 0.146	1.58	1.38 0.100	1.56 0.237	1.52 0.324	1.50 0.219	1.51 0.167
Std Err	0.097	0.135	0.140	0.113 4.19	0.240 3.43	0.177 4.42	0.165 4.23	4.71	4.10	4.44	4.21	4.21	4.36	3.87	4.25	4.19	4.09	4.47	4.30
People smoke cigars primarily because they think it's a cool thing	4.26	4.51	4.01	4.13	3.43								1.61	1.68	1.61	1.44	1.57	1.47	1.62
to do Std Dev Std Err	0.113	1.55 0.154	$\begin{array}{c} 1.64 \\ 0.163 \end{array}$	1.61 0.129	$\substack{1.89 \\ 0.358}$	$\begin{array}{c} 1.48 \\ 0.188 \end{array}$	0.188	0.229	$\substack{1.67\\0.161}$	0.157	1.67 0.447	$\begin{smallmatrix}1.61\\0.191\end{smallmatrix}$	$\substack{1.61\\0.158}$	0.435	0.117	0.219	0.335	0.215	0.180
People who smoke cigar		1.57	1.86	1.73	1.43	1.87	1.65	1.79	1.71	1.73	2.36	1.59	1.68	2.00	1.67	1.81	1.86	1.57	1.79
are more confident in themselves than non- smokers							* 05	1 20	1.09	1.17	1.39	1.02	1.13	1.20	1.09	1.14	1.21	1.04	1.14
Std Dev Std Err	0.079	$0.92 \\ 0.092$	$\substack{1.29\\0.128}$	$\begin{smallmatrix}1.11\\0.089\end{smallmatrix}$	0.79 0.149	0.157	$\substack{1.05\\0.122}$	1.28 0.207	0.105	0.120	0.372	0.121	0.111	0.309	0.079	0.174	0.257	0.151	0.126
I don't mind when	2.09	2.33	1.85	2.15	1.97	2.42	1.88	1.97	2.00	2.19	1.93	2.26	1.99	2.07	2.02	1.95	2.14	2.48	2.79
people smoke cigars near me Std Dev	1.64	1.73	1.52 0.150	1.64 0.132	1.66 0.308	1.67 0.213	1.52 0.178	1.74 0.279	1.66 0.159	1.63 0.167	1.64 0.438	$\frac{1.64}{0.193}$	1.65 0.162	1.75 0.452	0.117	1.46 0.223	1.55 0.331	$\substack{\textbf{1.91}\\\textbf{0.281}}$	1.85 0.205
Std Err	0.115	0.172 1.74	1.84	1.84	1.29	1.97	1.85	1.76	1.85	1.73 1.31	2.50	1.99	1.48	2.40 1.92	1.76 1.42	1.72 1.28	1.59 1.18	$\frac{1.81}{1.41}$	1.94 1.47
Cigar smoking is macho Std Dev Std Err	1.42 0.100	1.35 0.135	1.49 0.147	0.115	0.66 0.124	1.46 0.185	1.55 0.180	1.48 0.240	1.52 0.146	0.134	1.70 0.454	0.190	$\frac{1.06}{0.104}$	0.496	0.103	0.195	0.252	0.205	0.163
I have no interest in	5.20	5.01	5.39	5.22	5.32	5.02	5.31	5.18	5.16	5.25	5.29	5.17	5.31	4.53	5.22	5.35	5.23	5.30	4.81 1.80
trying cigar smoking Std Dev Std Err	1.67 0.117	1.72 0.171	1.62 0.159	0.130	1.63 0.309	1.70 0.216	1.65 0.191	1.76 0.282		$\substack{1.63\\0.166}$	$ \begin{array}{r} 1.44 \\ 0.384 \end{array} $	1.67 0.197	0.159	2.26 0.584	1.69 0.123	0.218	1.60 0.341	1.63 0.237	0.200
I have lots of friends	1.90	1.97	1.83	2.02	2.10	2.21	1.80	1.47	1.97	1.82	2.57	2.07	1.76	1.47	1.91		2.18	2.34	2.28 1.44
who smoke cigars Std Dev Std Err	1.32 0.093	0.131	$\substack{1.33\\0.131}$	1.36 0.109	1.35 0.250	1.45 0.186	1.25 0.145	0.180		$\substack{1.31\\0.133}$	1.34 0.359	0.173	0.123	0.74 0.192		0.180	1.37 0.292		0.160
Cigars are prestigious	1.90 1.51 0.106	1.97 1.51 0,151		1.98 1.55 0.124	2.25 1.67 0.315	1.97 1.47 0.188	1.89 1.58 0.184	1.58 1.27 0.205	1.91 1.46 0.141	1.89 1.57 0.161	1.65	1.47	1.81 1.55 0.152	1.26	1.52	1.62	2.36 1.79 0.381	2.02 1.45 0.212	2.11 1.46 0.162
Std Err I would try smoking	1.27	1.37	1.18	1.30	1.04	1.43	1.28	1.18	1.22	1.33	1.46	1.23	1.24	1.53	1.26	1.23	1.32	1.15	1.52
cigars if my friends	0.03	0.84	0.00	0.83	0.19	0.81	0.94	0.87	0.68	0.96	0.97	0.59							1.05
Std Dev Std Err	0.82 0.058	0.84 0.084							0.065	0.099	0.268								0.118 1.96
Cigar smoking reminds me of my father or	2.06	2.08	2.05	1.99	1.96	2.00	1.95	2.50	1.97	2.17	2.50	2.33	1.94	1.33	2.01	2.33	2.04		
grandfather Std Dev Std Err	1.73 0.121																		0.174
I find the aroma of	4.61	4.47	4.76	4.46	4.21	4.37	4.73	5.10	4.66	4.56	4.79	9 4.27	7 4.86	4.40	4.64	4.60	4.45	4.49	3.99
cigars to be very offensive Std Dev	1.77										1.70								
Std Err NFO #37102-010101	0.123	0.174	0.175	0.14	, U, J/ :	0.210	0.200	NF				Inc.							

Qlb. On the scale below, please rate each of the following - Mean Summary

Base: Total answering

		GEN	DER			AGE			INC	OME		MARITA	L STATU	S	C	ATALOG :	INFO		
	TOTAL	MEN		30-54					\$75K- \$99.9K				KIDS	SEP/ WIDOW	CATLOG SHOPRS	CATLOG		INDLGR	EVER SMOKED CIGARS
Cigar smoking is a	1.53	1.56	1.50	1.54	1.66	1.63	1.36	1.58	1.54	1.52	1.93	1.51	1.48	1.64	1.52	1.60	1.82	1.51	1.74
classy thing to do Std Dev Std Err	1.04 0.073	0.99 0.099	$\begin{smallmatrix}1.10\\0.109\end{smallmatrix}$	$\begin{smallmatrix}1.03\\0.083\end{smallmatrix}$	$\begin{smallmatrix}1.23\\0.229\end{smallmatrix}$	$\begin{smallmatrix}1.07\\0.137\end{smallmatrix}$	0.82 0.096	1.20 0.195	1.07 0.102	$\begin{smallmatrix}1.02\\0.106\end{smallmatrix}$	$\substack{1.44\\0.385}$	$\begin{smallmatrix}1.02\\0.119\end{smallmatrix}$	$\begin{smallmatrix}1.01\\0.100\end{smallmatrix}$	$\substack{1.01\\0.269}$	1.04 0.076	1.07 0.164	1.26 0.268	0.95 0.139	1.12 0.125
Cigar smoking is trend	y 3.94	4.14	3.74	4.00	4.00	4.00	3.93	3.81	4.06	3.80	4.93	3.86	3.84	4.00	3.95	3.88	4.00	4.15	4.34
Std Dev Std Err	$\begin{smallmatrix}1.86\\0.131\end{smallmatrix}$	$\begin{smallmatrix}1.84\\0.184\end{smallmatrix}$	1.88 0.185	$\begin{smallmatrix}1.86\\0.150\end{smallmatrix}$	$\begin{smallmatrix} 1.98\\ 0.368\end{smallmatrix}$	$\begin{smallmatrix}1.87\\0.238\end{smallmatrix}$	$\begin{smallmatrix}1.87\\0.219\end{smallmatrix}$	1.82 0.300	$\begin{smallmatrix}1.79\\0.172\end{smallmatrix}$	$\substack{1.94\\0.200}$	1.49 0.399	$\begin{smallmatrix} 1.87\\ 0.221\end{smallmatrix}$	$\begin{smallmatrix}1.94\\0.192\end{smallmatrix}$	0.378	$\begin{smallmatrix} 1.85\\ 0.135\end{smallmatrix}$	$\begin{smallmatrix} 1.80\\ 0.275\end{smallmatrix}$	1.57 0.335	0.269	1.88 0.212
People who smoke cigar are more likely to hav a good sense of humor		1.56	1.52	1.54	1.46	1.61	1.46	1.59	1.60	1.47	1.93	1.49	1.52	1.53	1.55	1.77	2.00	1.57	1.70
than non-smokers Std Dev Std Err	0.95 0.067	0.95 0.095	0.95 0.094	$\begin{smallmatrix}0.93\\0.075\end{smallmatrix}$	$\substack{0.96\\0.182}$	$\begin{smallmatrix} 1.01\\ 0.129\end{smallmatrix}$	0.81 0.095	$\begin{smallmatrix} 1.07\\0.175\end{smallmatrix}$	0.99 0.096	$\begin{smallmatrix}0.89\\0.092\end{smallmatrix}$	1.14 0.305	$0.97 \\ 0.115$	0.93	0.74 0.192	0.96 0.070	0.169	1.23 0.263	$\begin{smallmatrix}1.00\\0.148\end{smallmatrix}$	1.07 0.120
I object to seeing someone smoking a ciga	3.78	3.49	4.06	3,75	3.36	3.69	3.95	3.89	3.92	3.62	3.71	3.57	3.85	4.27	3.77	3.79	3.41	3.66	3.10
Std Dev Std Err	0.134	$\begin{smallmatrix}1.78\\0.178\end{smallmatrix}$	$\substack{1.98\\0.198}$	$\begin{smallmatrix}1.87\\0.151\end{smallmatrix}$	$\substack{\textbf{1.95} \\ \textbf{0.368}}$	$\substack{1.83\\0.234}$	$\substack{1.91\\0.223}$	1.98 0.322	$\begin{smallmatrix}1.85\\0.179\end{smallmatrix}$	$\substack{\textbf{1.96} \\ \textbf{0.202}}$	1.77 0.474	1.92 0.230	1.94 0.193	1.71 0.441	$\substack{1.92\\0.141}$	1.93 0.295	1.89 0.404	2.02 0.295	1.75 0.196
Cigar smoking is one o life's little pleasure	f 2.00	2.11	1.89	2.08	2.14	2.11	1.91	1.86	2.07	1.91	2.54	2.11	1.79	2.40	2.01	2.17	2.33	2.33	2.56
Std Dev Std Err	1.50 0.106	$0.150 \\ 0.150$	$\substack{\textbf{1.50} \\ \textbf{0.150}}$	$\begin{smallmatrix} 1.52\\0.122\end{smallmatrix}$	1.72 0.324	0.184	1.46 0.170	1.55 0.255	$\substack{\textbf{1.51} \\ \textbf{0.145}}$	0.155	1.66 0.462	0.183	1.36 0.135	1.92 0.496	$\substack{\textbf{1.52}\\\textbf{0.111}}$	$\substack{1.61\\0.248}$	$\begin{smallmatrix}1.71\\0.374\end{smallmatrix}$	1.79 0.264	1.67 0.186
Smoking a cigar is a way of showing you	1.47	1.53	1.40	1.51	1.57	1.68	-1.31	1.33	1.63	1.27	2.07	1.46	1.38	1.53	1.45	1.40	1.55	1.38	1.75
accomplished something Std Dev Std Err	0.98 0.069	1.03 0.102	0.93 0.092	1.02 0.082	1.14 0.215	1.23 0.156	0.66 0.077	0.90 0.144	1.14 0.110	0.71 0.072	1.33 0.355	1.07 0.127	0.84 0.083	0.92 0.236	0.96 0.070	0.95 0.146	1.18 0.252	0.90 0.131	1.21 0.134
The general public is now more tolerant of cigar smoking than it	2.25	2.19	2.31	2.32	2.71	2.21	2.26	2.00	2.22	2.28	3.07	2.21	2.22	1.87	2.23	2.44	2.73	2.57	2.40
used to be Std Dev Std Err	1.47 0.103	1.42 6.141	1.52 0.151	1.44 0.115	1.61 0.304	1.36 0.174	1.46 0.170	1.54 0.246	1.42 0.136	1.53 0.157	1.38 0.370	1.34 0.159	1.58 0.156	1.13 0.291	1.45 0.106	1.52 0.231	1.67 0.355	1.64 0.239	1.50 0.167
I would try smoking cigars if someone	1.16	1.26	1.06	1.19	1.00	1.37	1.09	1.05	1.14	1.18	1.62	1.11	1.15	1.07	1.13	1.19	1.36	1.11	1.35
showed me how Std Dev Std Err	0.54 0.038	0.63	0.42 0.041	0.59 0.047	0.00 0.000	0.83 0.106	0.34 0.039	0.32	0.54 0.052	0.54 0.055	1.19 0.331	0.36 0.042	0.53	0.26 0.067	0.46 0.033	0.63 0.096	0.85 0.181	0.43 0.063	0.80 0.089
Smoking a cigar is a part of a lifestyle of	1.67	1.66	1.68	1.72	1.71	1.97	1.46	1.45	1.76	1.57	1.93	1.76	1.59	1.53	1.67	1.84	1.95	1.74	1.93
leisure Std Dev Std Err	1.26 0.089	0.118	$\begin{smallmatrix}1.34\\0.133\end{smallmatrix}$	$\begin{smallmatrix}1.30\\0.104\end{smallmatrix}$	1.27 0.240	1.51 0.192	$\begin{smallmatrix}1.00\\0.116\end{smallmatrix}$	1.01 0.163	1.37 0.131	1.14 0.117	1.33 0.355	1.41 0.167	1.18 0.117	1.06 0.274	1.27 0.092	1.36 0.208	1.25 0.267	1.28 0.186	1.40 0.156
I would like to learn more about cigars	1.22	1.36	1.09	1.27	1.31	1.40	1.15	1.00	1.25	1.19	1.57	1.26	1.16	1.13	1.21	1.26	1.45	1.09	1.48
Std Dev Std Err	0.72 0.051	0.88 0.087	0.50 0.049	0.79 0.063	1.07 0.199	$\begin{smallmatrix}0.91\\0.116\end{smallmatrix}$	0.52 0.060	$\begin{smallmatrix}0.00\\0.000\end{smallmatrix}$	0.81 0.077	0.62 0.063	1.28 0.343	$\substack{\textbf{0.78}\\\textbf{0.092}}$	$\begin{smallmatrix}0.61\\0.060\end{smallmatrix}$	0.35 0.091	0.69 0.050	$\substack{0.69\\0.106}$	0.91 0.194	$\substack{0.41\\0.060}$	1.06 0.118

NFO #37102-010101

NFO Research Inc.

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Qlb. On the scale below, please rate each of the following - Mean Summary

Base: Total answering

		GENE	DER			AGE			INCO	OME		MARITAL	STATUS	5	C/	ATALOG :	ENFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS		DIVRCE, SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
People who smoke cigar are more open-minded	s 1.39	1.49	1.30	1.46	1.41	1.50	1.41	1.18	1.46	1.32	1.92	1.41	1.30	1.47	1.35	1.40	1.62	1.26	1.57
than non-smokers Std Dev Std Err	0.82	0.87 0.086	0.77 0.077	0.89 0.071	0.80 0.153	0.92 0.117	$\substack{0.86\\0.101}$	$0.56 \\ 0.091$	$\substack{0.91\\0.088}$	$\begin{smallmatrix}0.71\\0.073\end{smallmatrix}$	$\substack{1.19\\0.329}$	0.82 0.097	$\begin{smallmatrix}0.74\\0.073\end{smallmatrix}$	$\begin{smallmatrix}0.92\\0.236\end{smallmatrix}$	$\begin{smallmatrix}0.78\\0.057\end{smallmatrix}$	$\begin{smallmatrix}0.83\\0.128\end{smallmatrix}$	0.92 0.201	0.71 0.105	$\substack{0.93\\0.104}$
I have tried cigar smoking but I did not	2.57	3.28	1.83	2.45	2.38	2.64	2.25	3.22	2.46	2.68	2.31	2.41	2.67	2.92	2.52	2.78	2.95	2.89	4.12
like it Std Dev Std Err	2.08 0.151	2.11 0.214	1.77 0,184	2.01 0.167	2.14 0.419	1.94 0.255	2.00 0.243	2.31 0.380	0.200	$\begin{smallmatrix}2.18\\0.228\end{smallmatrix}$	1.97 0.548	1.94 0.235	2.16 0.220	2.39 0.690	2.09 0.157	0.332	2.25 0.490	0.332	
Cigars are a status	1.98	2.19	1.77	2.10	2.00	2.34	1.86	1.63	2.11	1.83	2.36	2.15	1.86	1.60	1.99	2.28	2.41	2.19	2.33
symbol Std Dev Std Err	1.55	1.65 0.165	0.42	0.63	1.59 0.300	0.217	0.153	$\substack{1.22\\0.197}$	$\substack{1.68\\0.162}$	$\substack{1.38\\0.142}$	1.74 0.464	0.196	$\begin{smallmatrix} 1.52\\ 0.150\end{smallmatrix}$	0.91 0.235	$\substack{1.58\\0.115}$	1.65 0.252	1.47 0.313	1.66 0.243	$\substack{1.67\\0.186}$
When you smoke a ciga			1.36	1.55	1.41	1.61	1.50	1.37	1.47	1.52	2.29	1.53	1.41	1.20	1.48	1.65	1.95	1.45	1.74
you are part of the finer things in life Std Dev Std Err	1.03 0.072	1.13 0.112	0.92 0.090	1.10 0.088	0.98 0.182	1.03 0.131	1.15 0.134	0.85 0.138	1.05 0.101	1.03 0.105			0.94 0.093	0.41 0.107	1.03 0.075	1.04 0.159	1.25 0.267	0.90 0.132	0.120
I have never tried	4.21	3.21	5.17	4.18	4.14	3.97	4.40	4.23	4.37	4.02	3.69		4.29	4.73	4.26	4.07	3.59	3.96	1.84 1.47
cigar smoking Std Dev Std Err	2.27 0.159	2.26 0.226	1.82 0.180	2.26 0.183	2.43 0.451	2.28 0.290	2.21 0.260	2.31 0.370	2.22 0.215	2.32 0.237	2.59 0.720	2.32 0.272	2.23 0.221	2.05 0.530	2.28 0.166	2.32 0.358	2.38 0.508	2.37 0.349	

Q2. Have you ever tried cigar smoking?

Base: Total Respondents

		GEN	DER			AGE			INCO	ME		MARITAL	STATUS	S	C	ATALOG 1	NFO		
	TOTAL	MEN	WOMEN	30-54	25~34	35-44 =====	45-54 =====	55-65 =====	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO	DIVRCE, SEP/ WIDOW	CATLOG SHOPRS	SPEND	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
Total	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
No answer	0 0.0% 0.0%	0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
Total answering	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
Never	125 60.7% 100%	39 38.2% 31.2%	86 82.7% 68.8%	94 59.9% 75.2%	19 65.5% 15.2%	35 56.5% 28.0%	47 62 . 7% 37 . 6%	23 59.0% 18.4%	70 63.6% 56.0%	55 57.3% 44.0%	8 57.1% 6.4%	45 60.8% 36.0%	63 61.2% 50.4%	9 60.0% 7.2%	118 61.8% 94.4%	24 55.8% 19.2%	10 45.5% 8.0%	24 51.1% 19.2%	0 0.0% 0.0%
Net <u>- Ever smoked</u>	81 39.3% 100%	63 61.8% 77.8%	18 17.3% 22.2%	63 40.1% 77.8%	10 34.5% 12.3%	27 43.5% 33.3%	28 37.3% 34.6%	16 41.0% 19.8%	40 36.4% 49.4%	41 42.7% 50.6%	6 42.9% 7.4%	29 39.2% 35.8%	40 38.8% 49.4%	6 40.0% 7.4%	73 38.2% 90.1%	19 44.2% 23.5%	12 54.5% 14.8%	23 48.9% 28.4%	81 100.0% 100.0%
Net - Have tried cigar smoking - Not Regularly	73 35.4% 100%	56 54.9% 76.7%	17 16.3% 23.3%	57 36.3% 78.1%	10 34.5% 13.7%	27 43.5% 37.0%	22 29.3% 30.1%	14 35.9% 19.2%	38 34.5% 52.1%	35 36.5% 47.9%	6 42.9% 8.2%	26 35.1% 35.6%	35 34.0% 47.9%	6 40.0% 8.2%	65 34.0% 89.0%	15 34.9% 20.5%	9 40.9% 12.3%	17 36.2% 23.3%	73 90.1% 100.0%
0nce	16 7.8% 100%	11 10.8% 68.8%	4.8% 31.3%	15 9.6% 93.8%	13.8% 25.0%	6 9.7% 37.5%	6.7% 31.3%	2.6% 6.3%	7.3% 50.0%	8.3% 50.0%	14.3% 12.5%	10.8% 50.0%	6 5.8% 37.5%	0.0% 0.0% 0.0%	13 6.8% 81.3%	3 7.0% 18.8%	9.1% 12.5%	8.5% 25.0%	16 19.8% 100.0%
Twice	10 4.9% 100%	4.9% 50.0%	4.8% 50.0%	5.7% 90.0%	3.4% 10.0%	4.8% 30.0%	6.7% 50.0%	2.6% 10.0%	6 5.5% 60.0%	4 4.2% 40.0%	0 %0.0 %0.0	6.8% 50.0%	3.9% 40.0%	6.7% 10.0%	10 5.2% 100.0%	7.0% 30.0%	9.1% 20.0%		10 12.3% 100.0%
Three or four times	12 5.8% 100%	10 9.8% 83.3%	1.9% 16.7%	10 6.4% 83.3%	3.4% 8.3%	9.7% 50.0%	5.3% 33.3%	2.6% 8.3%	3.6% 33.3%	8.3% 66.7%	2 14.3% 16.7%	2.7% 16.7%	5 4.9% 41.7%	3 20.0% 25.0%	11 5.8% 91.7%	9.3% 33.3%	3 13.6% 25.0%	1 2.1% 8.3%	
More than four times, but never regularly	35 17.0% 100%	30 29.4% 85.7%	4.8% 14.3%	23 14.6% 65.7%	4 13.8% 11.4%	12 19.4% 34.3%	8 10.7% 22.9%	11 28.2% 31.4%	20 18.2% 57.1%	15 15.6% 42.9%	2 14.3% 5.7%	11 14.9% 31.4%	20 19.4% 57.1%	13.3% 5.7%	31 16.2% 88.6%	5 11.6% 14.3%	2 9.1% 5.7%	9 19.1% 25.7%	35 43.2% 100.0%
Used to smoke cigars regularly	8 3.9% 100%	7 6.9% 87.5%	1.0% 12.5%	3.8% 75.0%	0.0% 0.0%	0.0% 0.0%	8.0% 75.0%	5.1% 25.0%	1.8% 25.0%	6.3% 75.0%	0.0% 0.0%	3 4.1% 37.5%	4.9% 62.5%	0.0% 0.0%	4.2% 100.0%	9.3% 50.0%	3 13.6% 37.5%	6 12.8% 75.0%	9.9% 100.0%

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Q3. If you have ever tried cigar smoking, which of the following best describes the occasion. - First time you tried Base: Ever smoked (Q.2 Codes 2-6)

		GENE	DER			AGE			INCO	ME		MARITA	STATUS	5	C	ATALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35~44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
Total	81 100% 100%	63 100.0% 77.8%	18 100.0% 22.2%	63 100.0% 77.8%	10 100.0% 12.3%	27 100.0% 33.3%	28 100.0% 34.6%	16 100.0% 19.8%	40 100.0% 49.4%	41 100.0% 50.6%	6 100.0% 7.4%	29 100.0% 35.8%	40 100.0% 49.4%	6 100.0% 7.4%	73 100.0% 90.1%	19 100.0% 23.5%	12 100.0% 14.8%	23 100.0% 28.4%	81 100.0% 100.0%
Relaxing with friends	33 40.7% 100%	25 39.7% 75.8%		25 39.7% 75.8%	50.0% 15.2%	15 55.6% 45.5%	6 21.4% 18.2%	7 43.8% 21.2%	17 42.5% 51.5%	16 39.0% 48.5%	16.7% 3.0%	14 48.3% 42.4%	17 42.5% 51.5%	16.7% 3.0%	29 39.7% 87.9%	12 63.2% 36.4%	9 75.0% 27.3%	8 34.8% 24.2%	33 40.7% 100.0%
At a party	19 23.5% 100%	16 25.4% 84.2%	3 16.7% 15.8%	12 19.0% 63.2%	4 40.0% 21.1%	5 18.5% 26.3%	4 14.3% 21.1%	6 37.5% 31.6%	12 30.0% 63.2%	7 17.1% 36.8%	16.7% 5.3%	7 24.1% 36.8%	10 25.0% 52.6%	16.7% 5.3%	18 24.7% 94.7%	10.5% 10.5%	8.3% 5.3%	6 26.1% 31.6%	23.5% 100.0%
At a bar	11 13.6% 100%	8 12.7% 72.7%		8 12.7% 72.7%	2 20.0% 18.2%	2 7.4% 18.2%	4 14.3% 36.4%	3 18.8% 27.3%	8 20.0% 72.7%	3 7.3% 27.3%	16.7% 9. 1 %	4 13.8% 36.4%	4 10.0% 36.4%	33.3% 18.2%	11 15 . 1% 100 . 0%	10.5% 18.2%	8.3% 9.1%	4 17.4% 36.4%	11 13.6% 100.0%
By myself	9 11.1% 100%			7.9% 55.6%	0.0% 0.0%	1 3.7% 11.1%	4 14.3% 44.4%	25.0% 44.4%	7.5% 33.3%	6 14.6% 66.7%	0 0.0% 0.0%	6.9% 22.2%	6 15.0% 66.7%	16.7% 11.1%	7 9.6% 77.8%	3 15.8% 33.3%	8.3% 11.1%	5 21.7% 55.6%	9 11.1% 100.0%
Socializing with business associates	7 8.6% 100%	7 11.1% 100.0%	0 0.0% 0.0%	5 7.9% 71.4%	0.0% 0.0%	3.7% 14.3%	4 14.3% 57.1%	12.5% 28.6%	0.0% 0.0%	17.1% 100.0%	16.7% 14.3%	3.4% 14.3%	10.0% 57.1%	1 16.7% 14.3%	7 9.6% 100.0%	2 10.5% 28.6%	16.7% 28.6%	8.7% 28.6%	7 8 8.6% 100.0%
At a wedding	3 3.7% 100%		0 %0.0 %0.0	3 4.8% 100.0%	1 10.0% 33.3%	3.7% 33.3%	3.6% 33.3%	0.0% 0.0%	7.5% 100.0%	0.0% 0.0% 0.0%	0 %0.0 %0.0	6.9% 66.7%	0 0.0% 0.0%	1 16.7% 33.3%	3 4.1% 100.0%	0.0% 0.0%	0 0.0% 0.0%		3.7% 100.0%
Other occasion	17 21.0% 100%		6 33.3% 35.3%	15 3 23.8% 3 88.2%	2 20.0% 11.8%	7 25.9% 41.2%	6 21.4% 35.3%	2 12.5% 11.8%	6 35.0% 35.3%	11 26.8% 64.7%	33.3% 11.8%	7 24.1% 41.2%	7 5 17.5% 5 41.2%	1 16.7% 5.9%	16 3 21.99 5 94.19	3 15.8% 17.6%	25.0% 17.6%	4 3 17.4% 3 23.5%	17 6 21.0% 6 100.0%
No answer	2 2.5% 100%	3.29 3.100.09	0 \$0.0 \$0.0	2 3 . 2% 4 100 . 0%	0.0% 0.0%			0 0.0% 0.0%			0.0% 0.0%		0 8 0.0% 8 0.0%	0 90.0 90.0	2 . 79 3 100 . 09	0 8 0.0% 8 0.0%		0.0% 6 0.0%	2.5% 6 100.0%

Q3. If you have ever tried cigar smoking, which of the following best describes the occasion. - Second time you tried Base: Ever smoked (Q.2 Codes 2-6)

		GENI	DER			AGE			INCO	ME		MARITAL	STATUS	•	C/	ATALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25~34	35-44	45~54 =====	55-65 =====	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
Total	81 100% 100%	63 100.0% 77 .8%	18 100.0% 22.2%	63 100.0% 77.8%	100.0% 12.3%	27 100.0% 33.3%	28 100.0% 34.6%	16 100.0% 19.8%	40 100.0% 49.4%	41 100.0% 50.6%	6 100.0% 7.4%	29 100.0% 35.8%	40 100.0% 49.4%	6 100.0% 7.4%	73 100.0% 90.1%	19 100.0% 23.5%	12 100.0% 14.8%	23 100.0% 28.4%	81 100.0% 100.0%
Relaxing with friends	19 23.5% 100%	12 19.0% 63.2%	7 38.9% 36.8%	17 27.0% 89.5%	20.0% 10.5%	9 33.3% 47.4%	6 21.4% 31.6%	12.5% 10.5%	11 27.5% 57.9%	8 19.5% 42.1%	16.7% 5.3%	8 27.6% 42.1%	9 22.5% 47.4%	16.7% 5.3%	17 23.3% 89.5%	4 21.1% 21.1%	25.0% 15.8%	6 26.1% 31.6%	
At a party	13 16.0% 100%	20.6% 100.0%	0 0.0% 0.0%	7 11.1% 53.8%	30.0% 23.1%	11.1% 23.1%	7.1% 15.4%	5 31.3% 38.5%	8 20.0% 61.5%	12.2% 38.5%	0 0.0% 0.0%	17.2% 38.5%	20.0% 61.5%	0 0.0% 0.0%	12 16.4% 92.3%	1 5.3% 7.7%	8.3% 7.7%	8.7% 15.4%	13 16.0% 100.0%
At a bar	10 12.3% 100%	7 11.1% 70.0%	3 16.7% 30.0%	8 12.7% 80.0%	30.0% 30.0%	4 14.8% 40.0%	7.1% 20.0%	6.3% 10.0%	8 20.0% 80.0%	4.9% 20.0%	16.7% 10.0%	6 20.7% 60.0%	2.5% 10.0%	33.3% 20.0%	10 13.7% 100.0%	10.5% 20.0%	0.0% 0.0%	5 21.7% 50.0%	10 12.3% 100.0%
Socializing with business associates	8 9.9% 100%	12.7% 100.0%	0 0.0% 0.0%	6 9.5% 75.0%	0 0.0% 0.0%	3 11.1% 37.5%	3 10.7% 37.5%	12.5% 25.0%	12.5% 62.5%	7.3% 37.5%	0 0.0% 0.0%	10.3% 37.5%	12.5% 62.5%	0.0% 0.0%	7 9.6% 87.5%	3 15.8% 37.5%	3 25.0% 37.5%	8.7% 25.0%	9.9% 100.0%
At a wedding	7 8.6% 100%	11.1% 100.0%	0 0.0% 0.0%	7 11.1% 100.0%	30.0% 42.9%	3 11.1% 42.9%	3.6% 14.3%	0.0% 0.0%	6 15.0% 85.7%	1 2.4% 14.3%	16.7% 14.3%	5 17.2% 71.4%	0.0% 0.0%	1 16.7% 14.3%	7 9.6% 100.0%	0.0% 0.0%	0.0% 0.0%		8.6% 100.0%
By myself	4 4.9% 100%	3 4.8% 75.0%	5.6% 25.0%	3 4.8% 75.0%	0.0% 0.0%	7.4% 50.0%	3.6% 25.0%	6.3% 25.0%	7.5% 75.0%	2.4% 25.0%	0.0% 0.0% 0.0%	6.9% 50.0%	5.0% 50.0%	0.0% 0.0% 0.0%	5.5% 100.0%	10.5% 50.0%	0.0% 0.0%	4.3% 25.0%	4.9% 100.0%
Other occasion	18 22.2% 100%	13 20.6% 72.2%	5 27.8% 27.8%	15 23.8% 83.3%	20.0% 11.1%	7 25.9% 38.9%	6 21.4% 33.3%	3 18.8% 16.7%	9 22.5% 50.0%	9 22.0% 50.0%	16.7% 5.6%	8 27.6% 44.4%	7 17.5% 38.9%	33.3% 11.1%	18 24.7% 100.0%	3 15.8% 16.7%	16.7% 11.1%	8.7% 11.1%	18 22.2% 100.0%
No answer	23 28.4% 100%	17 27.0% 73.9%	6 33.3% 26.1%	20 31.7% 87.0%	40.0% 17.4%	9 33.3% 39.1%	7 25 . 0% 30 . 4%	18.8% 13.0%	9 22.5% 39.1%	14 34.1% 60.9%	33.3% 8.7%	10 34.5% 43.5%	11 27.5% 47.8%	0.0% 0.0%	19 26.0% 82.6%	26.3% 21.7%		7 30.4% 30.4%	23 28.4% 100.0%

Q3. If you have ever tried cigar smoking, which of the following best describes the occasion. - First/Second time you tried Base: Ever smoked (Q.2 Codes 2-6)

		GENI	DER			AGE			INCO	ME		MARITA	STATUS	5	C	ATALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
Total	81 100% 100%	63 100.0% 77.8%	18 100.0% 22.2%	63 100.0% 77.8%	10 100.0% 12.3%	27 100.0% 33.3%	28 100.0% 34.6%	16 100.0% 19.8%	40 100.0% 49.4%	41 100.0% 50.6%	6 100.0% 7.4%	29 100.0% 35.8%	40 100.0% 49.4%	100.0% 7.4%	73 100.0% 90.1%	19 100.0% 23.5%	12 100.0% 14.8%	23 100.0% 28.4%	81 100.0% 100.0%
Relaxing with friends	42 51.9% 100%	31 49.2% 73.8%	11 61.1% 26.2%	32 50.8% 76.2%	6 60.0% 14.3%	18 66.7% 42.9%	9 32.1% 21.4%	9 56.3% 21.4%	22 55.0% 52.4%	20 48.8% 47.6%	2 33.3% 4.8%	18 62.1% 42.9%	21 52.5% 50.0%	16.7% 2.4%	37 50.7% 88.1%	12 63.2% 28.6%	9 75.0% 21.4%	12 52.2% 28.6%	42 51.9% 100.0%
At a party	24 29.6% 100%	21 33.3% 87.5%	3 16.7% 12.5%	15 23.8% 62.5%	4 40.0% 16.7%	8 29.6% 33.3%	4 14.3% 16.7%	8 50.0% 33.3%	16 40.0% 66.7%	19.5% 33.3%	16.7% 4.2%	9 31.0% 37.5%	13 32.5% 54.2%	16.7% 4.2%	30.1% 91.7%	15.8% 12.5%	16.7% 8.3%	26.1% 25.0%	24 29.6% 100.0%
At a bar	18 22.2% 100%		5 27.8% 27.8%	14 22.2% 77.8%	4 40.0% 22.2%	6 22.2% 33.3%	5 17.9% 27.8%	3 18.8% 16.7%	14 35.0% 77.8%	9.8% 22.2%	2 33.3% 11.1%	9 31.0% 50.0%	5 12.5% 27.8%	33.3% 11.1%	18 24.7% 100.0%	15.8% 16.7%	8.3% 5.6%	7 30.4% 38.9%	18 22.2% 100.0%
Socializing with business associates	14 17.3% 100%	14 22.2% 100.0%	0 0.0% 0.0%	10 15.9% 71.4%	0 0.0% 0.0%		6 21.4% 42.9%	4 25.0% 28.6%	5 12.5% 35.7%	22.0% 64.3%	16.7% 7.1%	4 13.8% 28.6%	20.0% 57.1%	16.7% 7.1%	13 17.8% 92.9%	4 21.1% 28.6%	33.3% 28.6%	4 17.49 28.69	14 3 17.3% 3 100.0%
By myself	10 12.3% 100%		1 5.6% 10.0%	6 9.5% 60.0%	0 0.0% 0.0%	7.4% 20.0%	4 3 14.3% 40.0%	25.0% 40.0%	4 10.0% 40.0%	6 14.6% 60.0%	0 0.0% 0.0%	10.3% 30.0%	6 15.0% 60.0%	16.79 10.09	8 11.09 80.09	3 15.8% 30.0%	8.3% 10.0%	5 21.79 50.09	10 6 12.3% 6 100.0%
At a wedding	7 8.6% 100%	7 11.19 100.09	0 3 0.0% 3 0.0%	7 11.1% 100.0%	30.0% 42.9%	3 11.19 42.99	1 3.6% 4 14.3%	0.0% 0.0%	6 15.0% 85.7%	1 2.4% 14.3%	1 16.7% 14.3%	5 17.2% 71.49	0 0.0% 0.0%	16.79 3 14.39	7 6 9.69 6 100.09	0.0% 0.0% 0.0%		1 6 4.39 6 14.39	
Other occasion	25 30.99 1009			20 31.7% 80.0%	30.0% 12.0%	9 33.38 36.08	8 6 28.6% 6 32.0%	5 31.3% 30.0%	11 5 27.5% 5 44.0%	14 34.19 56.09	2 33.3% 38.0%	10 34.59 40.09	11 27.5% 44.0%	33.39 5 8.09	24 6 32.99 6 96.09	6 31.6% 6 24.0%	5 41.79 5 20.09	5 6 21.79 6 20.09	25 6 30.9% 6 100.0%

 $\ensuremath{\mathsf{Q4}}.$ Do you have any friends or family members who smoke cigars?

Base: Total Respondents

		GENE	DER			AGE			INCO	ME		MARITAL	STATUS	.	CA	ATALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54		\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO	DIVRCE, SEP/ WIDOW	CATLOG SHOPRS	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
Total	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
Net <u>- Friends</u>	75 36.4% 100%	38 37.3% 50.7%	37 35.6% 49.3%	61 38.9% 81.3%	11 37.9% 14.7%	29 46.8% 38.7%	24 32.0% 32.0%	11 28.2% 14.7%	39 35.5% 52.0%	36 37.5% 48.0%	9 64.3% 12.0%	26 35.1% 34.7%	37 35.9% 49.3%	20.0% 4.0%	71 37.2% 94.7%	16 37.2% 21.3%	9 40.9% 12.0%		39 48.1% 52.0%
Personal friends, not very close	53 25.7% 100%	31 30.4% 58.5%	22 21.2% 41.5%	41 26.1% 77.4%	9 31.0% 17.0%	18 29.0% 34.0%	17 22.7% 32.1%	9 23.1% 17.0%	31 28.2% 58.5%	22 22.9% 41.5%	7 50.0% 13.2%	19 25.7% 35.8%	25 24.3% 47.2%	13.3% 3.8%	51 26.7% 96.2%	18.6% 15.1%	6 27.3% 11.3%	15 31.9% 28.3%	30 37.0% 56.6%
Close personal friends	38 18.4% 100%	16 15.7% 42.1%	22 21.2% 57.9%	34 21.7% 89.5%	17.2% 13.2%	16 25.8% 42.1%	14 18.7% 36.8%	7.7% 7.9%	15 13.6% 39.5%	23 24.0% 60.5%	6 42.9% 15.8%	12 16.2% 31.6%	18 17.5% 47.4%	13.3% 5.3%	35 18.3% 92.1%	12 27.9% 31.6%	7 31.8% 18.4%	16 34.0% 42.1%	18 22.2% 47.4%
Business associates	44 21.4% 100%	31 30.4% 70.5%	13 12.5% 29.5%	31 19.7% 70.5%	7 24.1% 15.9%	10 16.1% 22.7%	17 22.7% 38.6%	10 25.6% 22.7%	16 14.5% 36.4%	28 29.2% 63.6%	28.6% 9.1%	13 17.6% 29.5%	24 23.3% 54.5%	20.0% 6.8%	42 22.0% 95.5%	13 30.2% 29.5%	9 40.9% 20.5%	16 34.0% 36.4%	28 34.6% 63.6%
Net - Family members/ relatives	43 20.9% 100%	21 20.6% 48.8%	22 21.2% 51.2%	34 21.7% 79.1%	8 27.6% 18.6%	13 21.0% 30.2%	15 20.0% 34.9%	7 17.9% 16.3%	21 19.1% 48.8%	22 22.9% 51.2%	28.6% 9.3%	18 24.3% 41.9%	20 19.4% 46.5%	6.7% 2.3%	41 21.5% 95.3%	12 27.9% 27.9%	22.7% 11.6%	15 31.9% 34.9%	19 23.5% 44.2%
Other relatives	27 13.1% 100%	16 15.7% 59.3%	11 10.6% 40.7%	19 12.1% 70.4%	6 20.7% 22.2%	8 12.9% 29.6%	9.3% 25.9%	6 15.4% 22.2%	12 10.9% 44.4%	15 15.6% 55.6%	7.1% 3.7%	14 18.9% 51.9%	11 10.7% 40.7%	6.7% 3.7%	25 13.1% 92.6%	11.6% 18.5%	3 13.6% 11.1%		16 19.8% 59.3%
Immediate family members, not living in household with you	19 9.2% 100%	9 8.8% 47.4%	10 9.6% 52.6%	15 9.6% 78.9%	13.8% 21.1%	8.1% 26.3%	8.0% 31.6%	10.3% 21.1%	10 9.1% 52.6%	9 9.4% 47.4%	3 21.4% 15.8%	8.1% 31.6%	10 9.7% 52.6%	0 0.0% 0.0%	19 9.9% 100.0%	7 16.3% 36.8%	9.1% 10.5%		
Immediate family members living in household with you	6 2.9% 100%	1.0% 16.7%	4.8% 83.3%	2.5% 66.7%	3.4% 16.7%	1.6% 16.7%	2.7% 33.3%	5.1% 33.3%	0.9% 16.7%	5.2% 83.3%	0.0% 0.0%	2.7% 33.3%	3.9% 66.7%	0.0% 0.0%	3.1% 100.0%	2.3% 16.7%	0 0.0% 0.0%		
Other	12 5.8% 100%	9 8.8% 75.0%	2.9% 25.0%	5.7% 75.0%	10.3% 25.0%	8.1% 41.7%	1 1.3% 8.3%	7.7% 25.0%	5.5% 50.0%	6.3% 50.0%	7.1% 8.3%	5.4% 33.3%	7 6.8% 58.3%	0.0% 0.0%	12 6.3% 100.0%	7.0% 25.0%	3 13.6% 25.0%	7 14.9% 58.3%	9 11.1% 75.0%
Don't know anyone who smokes cigars	91 44.2% 100%	41 40.2% 45.1%	50 48.1% 54.9%	65 41.4% 71.4%	11 37.9% 12.1%	21 33.9% 23.1%	38 50.7% 41.8%	20 51.3% 22.0%	52 47.3% 57.1%	39 40.6% 42.9%	21.4% 3.3%	33 44.6% 36.3%	47 45.6% 51.6%	53.3% 8.8%	82 42.9% 90.1%	13 30.2% 14.3%	27.3% 6.6%	12 25.5% 13.2%	

CONFIDENTIAL:
UNDER PROTECTIVE ORDER
CAM 000886

NFO #37102-010101

Q5. Which of the following activities do you engage in? - Ever Done

Base: Total Respondents

		GENI	DER			AGE			INCO	ME		MARITAL	STATUS		C	TALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54		35-44 ======	45-54	55-65 =====	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO KIDS	DIVRCE/ SEP/ WIDOW	CATLOG	SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	
Total	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
Domestic vacations	186 90.3% 100%	90 88.2% 48.4%	96 92.3% 51.6%	140 89.2% 75.3%	24 82.8% 12.9%	55 88.7% 29.6%	69 92.0% 37.1%	37 94.9% 19.9%	95 86.4% 51.1%	91 94.8% 48.9%	12 85.7% 6.5%	65 87.8% 34.9%	94 91.3% 50.5%	15 100.0% 8.1%	175 91.6% 94.1%		100.0% 11.8%		73 90.1% 39.2%
Stay in luxury hotels	181 87.9% 100%	93 91.2% 51.4%	88 84.6% 48.6%	136 86.6% 75.1%	22 75.9% 12.2%	57 91.9% 31.5%	64 85 . 3% 35 . 4%	37 94.9% 20.4%	94 85.5% 51.9%	87 90.6% 48.1%	13 92.9% 7.2%	63 85.1% 34.8%	90 87.4% 49.7%	15 100.0% 8.3%	171 89.5% 94.5%	40 93.0% 22.1%	21 95.5% 11.6%		76 93.8% 42.0%
Eat in expensive restaurants	176 85.4% 100%	89 87.3% 50.6%	87 83.7% 49.4%		26 89.7% 14.8%	52 83.9% 29.5%	62 82.7% 35.2%	35 89.7% 19.9%	89 80.9% 50.6%	87 90.6% 49.4%	12 85.7% 6.8%	65 87.8% 36.9%	84 81.6% 47.7%	15 100.0% 8.5%	166 86.9% 94.3%	41 95.3% 23.3%	100.0% 12.5%	45 95.7% 25.6%	71 87.7% 40.3%
Drink fine wines	158 76.7% 100%	86 84.3% 54.4%		120 76.4% 75.9%	20 69.0% 12.7%	47 75.8% 29.7%	58 77.3% 36.7%	33 84.6% 20.9%	80 72.7% 50.6%	78 81.3% 49.4%	78.6% 7.0%	56 75.7% 35.4%	77 74.8% 48.7%			40 93.0% 25.3%	21 95.5% 13.3%	43 91.5% 27.2%	70 86.4% 44.3%
Foreign vacations	154 74.8% 100%	79 77.5% 51.3%	75 72.1% 48.7%	116 73.9% 75.3%	18 62.1% 11.7%	45 72.6% 29.2%	58 77.3% 37.7%	32 82.1% 20.8%	75 68.2% 48.7%	79 82.3% 51.3%	10 71.4% 6.5%	52 70.3% 33.8%	79 76.7% 51.3%	13 86.7% 8.4%	147 77.0% 95.5%	35 81.4% 22.7%	19 86.4% 12.3%	42 89.4% 27.3%	60 74.1% 39.0%
Buy gourmet food to ea at home/elsewhere	t 153 74.3% 100%	77 75.5% 50.3%	76 6 73.1% 6 49.7%	113 72.0% 73.9%	21 72.4% 13.7%	42 67.7% 27.5%	56 74.7% 36.6%	33 84.6% 21.6%	80 72.7% 52.3%	73 76.0% 47.7%	10 71.4% 6.5%	54 73.0% 35.3%	75 72.8% 49.0%	14 93.3% 9.2%	146 76.4% 95.4%	39 90.7% 25.5%	20 90.9% 13.1%	44 93.6% 28.8%	63 77.8% 41.2%
Buy expensive clothing	150 72.8% 100%	73 71.69 48.79	77 6 74.0% 6 51.3%			47 75.8% 31.3%	54 72.0% 36.0%	30 76.9% 20.0%	74 67.3% 49.3%	76 79.2% 50.7%	10 71.4% 6.7%	52 5 70.3% 34.7%					18 81.8% 12.0%	44 93.6% 29.3%	
Buy expensive gifts	131 63.6% 100%	67 65.79 51.19	64 61.59 6 48.99	100 63.7% 76.3%	20 69.0% 15.3%	40 64.5% 30.5%	45 60.0% 34.4%	25 64.1% 19.1%	61 55.5% 46.6%	70 72.9% 53.4%	10 71.49 7.69	44 59.59 33.69	65 63.1% 49.6%	12 80.0% 9.2%	126 66.0% 5 96.29	32 74.4% 24.4%	17 77.3% 13.0%	43 6 91.5% 6 32.8%	55 67.9% 42.0%
Own luxury car	120 58.3% 100%	63 61.89 52.59	57 6 54.89 8 47.59	87 6 55.4% 6 72.5%			45 60.0% 37.5%	29 74.4% 24.2%	61 55.5% 50.8%	59 61.5% 49.2%	6 42.99 5.09	39 52.79 6 32.59	66 64.19 55.09	9 60.0% 7.5%	115 6 60.29 6 95.89	28 65.1% 6 23.3%	16 72.79 13.39	39 6 83.09 6 32.59	46 56.8% 38.3%
Have a massage	111 53.9% 100%		% 66.39	88 6 56.1% 6 79.3%	14 48.3% 12.6%	38 61.3% 34.2%	40 53.3% 53.09	18 46.29 46.29	61 55.5% 55.0%	50 52.1% 45.0%						27 6 62.8% 6 24.3%			
Have a manicure or facial	102 49.5% 100%		74 % 71.29 % 72.59	79 6 50.3% 6 77.5%	16 55.29 15.79	31 50.0% 30.4%	36 48.09 435.39	18 46.29 6 17.69	56 50.99 54.99	46 47.9% 45.19	7 6 50.09 6 6.99	37 6 50.09 6 36.39	48 6 46.69 6 47.19	10 6 66.79 6 9.89	100 6 52.49 6 98.09	22 6 51.29 6 21.69	50.09 5 10.89		31 38.3% 30.4%
Buy custom-made clothing	83 40.39 1009		42 % 40.49 % 50.6	66 % 42.0% % 79.5%		26 6 41.99 6 31.39	33 6 44.09 6 39.89	15 6 38.59 6 18.19	45 40.99 6 54.29	38 39.69 45.89	5 6 35.79 6 6.09	31 6 41.99 6 37.39	40 6 38.89 6 48.29	7 6 46.79 6 8.49	81 6 42.49 6 97.69	23 6 53.59 6 27.79	13 59.19 51.79	30 6 63.89 6 36.19	37 6 45.7% 6 44.6%
Drink single-malt scotch/small-batch bourbon	81 39.39 1009		% 31.7°			22 6 35.59 6 27.29	29 6 38.79 6 35.89	21 6 53.89 6 25.99	39 6 35.59 6 48.19		3 6 21.4 6 3.7	29 % 39.25 % 35.85	44 6 42.79 6 54.39	5 6 33.39 6 6.29		21 6 48.89 8 25.99	10 6 45.55 6 12.35		41 6 50.6% 6 50.6%
No answer	7 3.49 1009			7 % 4.59 % 100.09						3.19 6 42.9			3 % 2.99 % 42.99	6 0.09 6 0.09		0.09 6 0.09			

NFO #37102-010101

 ${\tt Q5.}$ Which of the following activities do you engage in? – Do Regularly

Base: Total Respondents

		GEND	DER			AGE			INCO	ME		MARITAL	STATUS		C	ATALOG 3			
		======		=====		35-44		=====				MARIED KIDS	=====	SEP/ WIDOW	CATLOG SHOPRS	CATLOG	=====	HEAVY INDLGR	
Total	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
Net - Regularly Does 4+ of the following activities	47 22.8% 100%	23 22.5% 48.9%	24 23.1% 51.1%	35	5	9 14.5% 19.1%	21 28.0% 44.7%	12 30.8% 25.5%	19 17.3% 40.4%	28 29.2% 59.6%	28.6% 8.5%	14 18.9% 29.8%	24 23.3% 51.1%	33.3% 10.6%	44 23.0% 93.6%	19 44.2% 40.4%	10	47 100.0%	23 28.4% 48.9%
Domestic vacations	91 44.2% 100%	45 44.1% 49.5%	46 44.2% 50.5%	68 43.3% 74.7%	12 41.4% 13.2%	31 50.0% 34.1%	28 37.3% 30.8%	20 51.3% 22.0%	41 37.3% 45.1%	50 52.1% 54.9%	7 50.0% 7.7%	32 43.2% 35.2%	46 44.7% 50.5%	6 40.0% 6.6%	84 44.0% 92.3%	22 51.2% 24.2%	9 40.9% 9.9%	37 78.7% 40.7%	40 49.4% 44.0%
Drink fine wines	52 25.2% 100%	25 24.5% 48.1%	27 26.0% 51.9%	37 23.6% 71 .2%	6 20.7% 11.5%	15 24.2% 28.8%	17 22.7% 32.7%	14 35.9% 26.9%	21 19.1% 40.4%	31 32.3% 59.6%	28.6% 7.7%	18 24.3% 34.6%	25 24.3% 48.1%	33.3% 9.6%	49 25.7% 94.2%	15 34.9% 28.8%	7 31.8% 13.5%	25 53.2% 48.1%	23 28.4% 44.2%
Eat in expensive restaurants	44 21.4% 100%	29 28.4% 65.9%	15 14.4% 34.1%	31 19.7% 70.5%	6 20.7% 13.6%	8 12.9% 18.2%	18 24.0% 40.9%	12 30.8% 27.3%	14 12.7% 31.8%	30 31.3% 68.2%	28.6% 9.1%	11 14.9% 25.0%	24 23.3% 54.5%	33.3% 11.4%	41 21.5% 93.2%	14 32.6% 31.8%	9 40.9% 20.5%	31 66.0% 70.5%	23 28.4% 52.3%
Own luxury car	42 20.4% 100%	23 22.5% 54.8%	19 18.3% 45.2%	24 15.3% 57.1%	5 17.2% 11.9%	9.7% 14.3%	14 18.7% 33.3%	17 43.6% 40.5%	18 16.4% 42.9%	24 25.0% 57.1%	2 14.3% 4.8%	12 16.2% 28.6%	25 24.3% 59.5%	20.0% 7.1%	38 19.9% 90.5%	10 23.3% 23.8%	7 31.8% 16.7%	24 51.1% 57.1%	16 19.8% 38.1%
Buy gourmet food to eat at home/elsewhere	41 19.9% 100%	22 21.6% 53.7%	19 18.3% 46.3%	30 19.1% 73.2%	4 13.8% 9.8%	13 21.0% 31.7%	13 17.3% 31.7%	28.2% 26.8%	19 17.3% 46.3%	22 22.9% 53.7%	28.6% 9.8%	16 21.6% 39.0%	15 14.6% 36.6%	6 40.0% 14.6%	38 19.9% 92.7%	18 41.9% 43.9%	11 50.0% 26.8%	28 59.6% 68.3%	22 27.2% 53.7%
Buy expensive gifts	38 18.4% 100%	21 20.6% 55.3%	17 16.3% 44.7%	26 16.6% 68.4%	4 13.8% 10.5%		12 16.0% 31.6%	11 28.2% 28.9%	15 13.6% 39.5%	23 24.0% 60.5%	28.6% 10.5%	11 14.9% 28.9%	19 18.4% 50.0%	4 26.7% 10.5%	35 18.3% 92.1%	15 34.9% 39.5%	9 40.9% 23.7%	30 63.8% 78.9%	20 24.7% 52.6%
Stay in luxury hotels	37 18.0% 100%	22 21.6% 59.5%	15 14.4% 40.5%	27 17.2% 73.0%	2 6.9% 5.4%	12 19.4% 32.4%	14 18.7% 37.8%	9 23.1% 24.3%	11 10.0% 29.7%	26 27.1% 70.3%	2 14.3% 5.4%	12 16.2% 32.4%	20 19.4% 54.1%	20.0% 8.1%	33 17.3% 89.2%	16 37.2% 43.2%	7 31.8% 18.9%	28 59.6% 75.7%	21 25.9% 56.8%
Buy expensive clothing	34 16.5% 100%	14 13.7% 41.2%	20 19.2% 58.8%	21 13.4% 61.8%	3 10.3% 8.8%	6 9.7% 17.6%	13 17.3% 38.2%	11 28.2% 32.4%	11 10.0% 32.4%	23 24.0% 67.6%	3 21.4% 8.8%	7 9.5% 20.6%	19 18.4% 55.9%	5 33.3% 14.7%	30 15.7% 88.2%	11 25.6% 32.4%	6 27.3% 17.6%	23 48.9% 67.6%	10 12.3% 29.4%
Foreign vacations	26 12.6% 100%	16 15.7% 61.5%	10 9.6% 38.5%	16 10.2% 61.5%	6.9% 7.7%	4.8% 11.5%	11 14.7% 42.3%	10 25.6% 38.5%	10 9.1% 38.5%	16 16.7% 61.5%	14.3% 7.7%	6.8% 19.2%	17 16.5% 65.4%	13.3% 7.7%	23 12.0% 88.5%	6 14.0% 23.1%			
Have a manicure or facial	25 12.1% 100%	2.9% 12.0%	22 21.2% 88.0%	21 13.4% 84.0%	4 13.8% 16.0%	8.1% 20.0%	13 17.3% 52.0%	7.7% 12.0%	16 14.5% 64.0%	9 9.4% 36.0%	14.3% 8.0%		13 12.6% 52.0%	20.0% 12.0%	25 13.1% 100.0%	8 18.6% 32.0%	6 27.3% 24.0%	11 23.4% 44.0%	9 11.1% 36.0%
Have a massage	15 7.3% 100%	4 3.9% 26.7%	11 10.6% 73.3%	12 7.6% 80.0%	4 13.8% 26.7%	3.2% 13.3%	7 9.3% 46.7%	5.1% 13.3%	8 7.3% 53.3%	7 7.3% 46.7%	4 28.6% 26.7%	4.1% 20.0%	6 5.8% 40.0%	13.3% 13.3%	15 7.9% 100.0%	11.6% 33.3%	13.6% 20.0%	9 19.1% 60.0%	8 9.9% 53.3%
Drink single-malt scotch/small-batch bourbon	10 4.9% 100%	5.9% 60.0%	4 3.8% 40.0%	3.2% 50.0%		0.0% 0.0%	4 5.3% 40.0%	50.0%		5.2% 50.0%	0 0.0% 0.0%		5.8% 60.0%	13.3% 20.0%	10 5.2% 100.0%	4.7% 20.0%			
Buy custom-made clothing	9 4.4% 100%	6 5.9% 66.7%	3 2.9% 33.3%		0.0% 0.0%	0.0% 0.0%	8.0% 66.7%	7.7% 33.3%	3 2.7% 33.3%	6.3% 6.7%	7.1% 11.1%	3 4.1% 33.3%	4 3.9% 44.4%	6.7% 11.1%					
NFO #37102-010101							N	VFO	Re	sear	ch I	nc.							

Q5. Which of the following activities do you engage in? - Do Regularly

Base: Total Respondents

	GENDÉR	AGE	INCOME	MARITAL STATUS	CATALOG INFO
		30-54 25-34 35-44 4	\$75K- 5-54 55-65 \$99.9K \$100K+ SI	MARIED DIVRCE, MARIED NO SEP/ INGLE KIDS KIDS WIDOW	/ HEAVY SPEND EVER CATLOG SPEND KEY HEAVY SMOKED SHOPRS CATLOG CAT INDLGR CIGARS
Total	206 102 104	157 29 62 100.0% 100.0% 100.0% 100.0% 16 76.2% 14.1% 30.1%	75 39 110 96 100.0% 100.0% 100.0% 100.0% 10 36.4% 18.9% 53.4% 46.6%	14 74 103 15 00.0% 100.0% 100.0% 100.0% 100.0% 6.8% 35.9% 50.0% 7.3%	191 43 22 47 81 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 92.7% 20.9% 10.7% 22.8% 39.3%
No answer	61 33 28 29.6% 32.4% 26.99 100% 54.1% 45.99	50 9 17 6 31.8% 31.0% 27.4%	27 8 38 23 36.0% 20.5% 34.5% 24.0%	2 25 32 2 14.3% 33.8% 31.1% 13.3% 3.3% 41.0% 52.5% 3.3%	55 9 3 0 21 28.8% 20.9% 13.6% 0.0% 25.9% 90.2% 14.8% 4.9% 0.0% 34.4%

Q5. Which of the following activities do you engage in? - Would Like To Do More Often Base: Total Respondents

		GENE	DER			AGE			INCO	ME		MARITAL	. STATUS	5	C	ATALOG :	INFO		
	TOTAL	MEN	WOMEN	30-54		35-44 =====						MARIED KIDS	NO KIDS	WIDOW	CATLOG SHOPRS	CATLOG		HEAVY INDLGR	
Total	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
Stay in luxury hotels	104 50.5% 100%	54 52.9% 51.9%	50 48.1% 48.1%	76 48.4% 73.1%	16 55.2% 15.4%	37 59.7% 35.6%	28 37.3% 26.9%	22 56.4% 21.2%	61 55.5% 58.7%	43 44.8% 41.3%	10 71.4% 9.6%	39 52.7% 37.5%	49 47.6% 47.1%	6 40.0% 5.8%	99 51. 8 % 95.2%	17 39.5% 16.3%	11 50.0% 10.6%		44 54.3% 42.3%
Domestic vacations	104 50.5% 100%	59 57.8% 56.7%	45 43.3% 43.3%	78 49.7% 75.0%	15 51.7% 14.4%	27 43.5% 26.0%	40 53.3% 38.5%	21 53.8% 20.2%	55 50.0% 52.9%	49 51.0% 47.1%	6 42.9% 5.8%	33 44.6% 31.7%	56 54.4% 53.8%	9 60.0% 8.7%	98 51.3% 94.2%	18 41.9% 17.3%	11 50.0% 10.6%		43 53.1% 41.3%
Foreign vacations	82 39.8% 100%	44 43.1% 53.7%	38 36.5% 46.3%	59 37.6% 72.0%	11 37.9% 13.4%	21 33.9% 25.6%	31 41.3% 37.8%	18 46.2% 22.0%	42 38.2% 51.2%	40 41.7% 48.8%	7 50.0% 8.5%	22 29. 7 % 26.8%	47 45.6% 57.3%	40.0% 7.3%	80 41.9% 97.6%	15 34.9% 18.3%	6 27.3% 7.3%	16 34.0% 19.5%	34 42.0% 41.5%
Eat in expensive restaurants	74 35.9% 100%	40 39.2% 54.1%	34 32.7% 45.9%	51 32.5% 68.9%	11 37.9% 14.9%	21 33.9% 28.4%	23 30.7% 31.1%	19 48.7% 25.7%	41 37.3% 55.4%	33 34.4% 44.6%	28.6% 5.4%	25 33.8% 33.8%	38 36.9% 51.4%	7 46.7% 9.5%	68 35.6% 91.9%	16 37.2% 21.6%	10 45.5% 13.5%	14 29.8% 18.9%	32 39.5% 43.2%
Have a massage	62 30.1% 100%	24 23.5% 38.7%	38 36.5% 61.3%	48 30.6% 77.4%	7 24.1% 11.3%	26 41.9% 41.9%	16 21.3% 25.8%	13 33.3% 21.0%	32 29.1% 51.6%	30 31.3% 48.4%	35.7% 8.1%	29 39.2% 46.8%	21 20.4% 33.9%	7 46.7% 11.3%	59 30.9% 95.2%	14 32.6% 22.6%	7 31.8% 11.3%	18 38.3% 29.0%	26 32.1% 41.9%
Buy expensive clothing	59 28.6% 100%	30 29.4% 50.8%	29 27.9% 49.2%	43 27.4% 72.9%	9 31.0% 15.3%	20 32.3% 33.9%	16 21.3% 27.1%	14 35.9% 23.7%	33 30.0% 55.9%	26 27.1% 44.1%	4 28.6% 6.8%	22 29.7% 37.3%	28 27.2% 47.5%	33.3% 8.5%	56 29.3% 94.9%	11 25.6% 18.6%	7 31.8% 11.9%		29 35.8% 49.2%
Own luxury car	52 25.2% 100%	32 31.4% 61.5%	20 19.2% 38.5%	37 23.6% 71.2%	6 20.7% 11.5%	13 21.0% 25.0%	20 26.7% 38.5%	13 33.3% 25.0%	29 26.4% 55.8%	23 24.0% 44.2%	4 28.6% 7.7%	11 14.9% 21.2%	33 32.0% 63.5%	4 26.7% 7.7%	50 26.2% 96.2%	14 32.6% 26.9%	8 36.4% 15.4%		24 29.6% 46.2%
Buy gourmet food to eat at home/elsewhere	52 25.2% 100%	28 27.5% 53.8%	24 23.1% 46.2%	37 23.6% 71.2%	6 20.7% 11.5%	14 22.6% 26.9%	18 24.0% 34.6%	14 35.9% 26.9%	30 27.3% 57.7%	22 22.9% 42.3%	4 28.6% 7.7%	18 24.3% 34.6%	27 26.2% 51.9%	20.0% 5.8%	49 25 . 7% 94 . 2%	12 27.9% 23.1%	8 36.4% 15.4%	11 23.4% 21.2%	26 32.1% 50.0%
Drink fine wines	49 23.8% 100%	30 29.4% 61.2%	19 18.3% 38.8%	38 24.2% 77.6%	8 27.6% 16.3%	17 27.4% 34.7%	14 18.7% 28.6%	10 25.6% 20.4%	29 26.4% 59.2%	20 20.8% 40.8%	28.6% 8.2%	16 21.6% 32.7%	23 22.3% 46.9%	6 40.0% 12.2%	46 24 . 1% 93 . 9%	10 23.3% 20.4%	7 31.8% 14.3%	13 27.7% 26.5%	27 33.3% 55.1%
Buy expensive gifts	46 22.3% 100%	21 20.6% 45.7%	25 24.0% 54.3%	34 21.7% 73.9%	7 24.1% 15.2%	14 22.6% 30.4%	15 20.0% 32.6%	10 25.6% 21.7%	22 20.0% 47.8%	24 25.0% 52.2%	3 21.4% 6.5%	18 24.3% 39.1%	22 21.4% 47.8%	20.0% 6.5%	44 23.0% 95.7%	8 18.6% 17.4%	3 13.6% 6.5%		19 23.5% 41.3%
Have a manicure or facial	42 20.4% 100%	9 8.8% 21.4%	33 31.7% 78.6%	29 18.5% 69.0%	17.2% 11.9%	17 27.4% 40.5%	8 10.7% 19.0%	12 30.8% 28.6%	23 20.9% 54.8%	19 19.8% 45.2%	3 21.4% 7.1%	17 23.0% 40.5%	20 19.4% 47.6%	13.3% 4.8%	40 20.9% 95.2%	9 20.9% 21.4%	3 13.6% 7.1%	14 29.8% 33.3%	9 11.1% 21.4%
Buy custom-made clothing	34 16.5% 100%	18 17.6% 52.9%	16 15.4% 47.1%	24 15.3% 70.6%	5 17.2% 14.7%	11 17.7% 32.4%	9 12.0% 26.5%	9 23.1% 26.5%	19 17.3% 55.9%	15 15.6% 44.1%	2 14.3% 5.9%	13 17.6% 38.2%	16 15.5% 47.1%	3 20.0% 8.8%	33 17.3% 97.1%	12 27.9% 35.3%	8 36.4% 23.5%	15 31.9% 44.1%	17 21.0% 50.0%
Drink single-malt scotch/small-batch bourbon	17 8.3% 100%	15 14.7% 88.2%	1.9% 11.8%	13 8.3% 76.5%	6.9% 11.8%	7 11.3% 41.2%	5.3% 23.5%	10.3% 23.5%	10 9.1% 58.8%	7 7.3% 41.2%	0.0% 0.0%	7 9.5% 41.2%	9 8.7% 52.9%	1 6.7% 5.9%	16 8.4% 94.1%		9.1% 11.8%		13 16.0% 76.5%
No answer	19.9% 100%	17 16.7% 41.5%	24 23.1% 58.5%	36 22.9% 87.8%	13.8% 9.8%	15 24.2% 36.6%	18 24.0% 43.9%	10.3% 9.8%	23 20.9% 56.1%	18 18.8% 43.9%	14.3% 4.9%	17 23.0% 41.5%	19 18.4% 46.3%	20.0% 7.3%	35 18.3% 85.4%		4 18.2% 9.8%		15 18.5% 36.6%
NFO #37102-010101							N	IFO	Res	sear	ch I	nc.							

Q6. Through which, if any, of the following sources have you purchased ANY products or services in the past 12 months? - Have Purchased Base: Total Respondents

		GENI	DER			AGE			INCO	ME		MARITAL	STATUS		CA	TALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS		SEP/ WIDOW	CATLOG SHOPRS	SPEND CATLOG	HEAVY SPEND KEY CAT	INDLGR	EVER SMOKED CIGARS
T. a1	======	=====	104	157		62	75	39	110						191	43 100.0%			
Total	100% 100%	100.0% 49.5%	100.0% 50.5%	157 100.0% 76.2%	100.0%	100.0% 30.1%	100.0% 36.4%	100.0% 18.9%	100.0% 53.4%	100.0% 46.6%	100.0% 6.8%	100.0% 35.9%	100.0% 50.0%	7.3%	100.0% 92.7%	20.9%	100.0%	22.8%	
Net - Any sources	175 85.0% 100%	84 82.4% 48.0%	91 87.5% 52.0%		24 82.8% 13.7%	57 91.9% 32.6%	63 84.0% 36.0%	30 76.9% 17.1%	94 85.5% 53.7%	81 84.4% 46.3%	13 92.9% 7.4%			14 93,3% 8.0%	97. 7 %	24.0%	100.0% 12.6%	42 89.4% 24.0%	63 77.8% 36.0%
Catalog	158 76.7% 100%	70 68.6% 44.3%	88 84.6% 55.7%	124 79.0% 78.5%	20 69.0% 12.7%	53 85.5% 33.5%	58 77.3% 36.7%	26 66.7% 16.5%			78.6% 7.0%				99.4%	26.6%	100.0% 13.9%	40 85.1% 25.3%	54 66.7% 34.2%
TV advertisement responded to directly (800#)	51 24.8% 100%	28 27.5% 54.9%	23 22.1% 45.1%	43 27.4% 84.3%	4 13.8% 7.8%	16 25.8% 31.4%	23 30.7% 45.1%	8 20.5% 15.7%	29 26.4% 56.9%	22 22.9% 43.1%		29.4%	28 27.2% 54.9%	7.8%		25.5%	13.7%		23 28.4% 45.1%
Internet website	47 22.8% 100%	28 27.5% 59.6%	19 18.3% 40.4%	37 23.6% 78.7%	6 20.7% 12.8%	14 22.6% 29.8%	19 25.3% 40.4%	8 20.5% 17.0%	20 18.2% 42.6%	27 28.1% 57.4%	14.3% 4.3%	14 18.9% 29.8%	25 24.3% 53.2%	6 40.0% 12.8%	46 24.1% 97.9%	15 34.9% 31.9%	10 45.5% 21.3%	13 27.7% 27.7%	22 27.2% 46.8%
Mail solicitation, non catalog	1- 43 20.9% 100%	26 25.5% 60.5%	17 16.3% 39.5%	32 20.4% 74.4%	5 17.2% 11.6%	15 24.2% 34.9%	15 20.0% 34.9%	20.5% 18.6%	27 24.5% 62.8%	16.7% 37.2%	21.4% 7.0%	10 13.5% 23.3%	26 25.2% 60.5%	26.7% 9.3%	41 21.5% 95.3%	23.3% 23.3% 23.3%			
Magazine advertisement responded to directly (800#)	35 17.0% 100%	20 19.6% 57.1%	15 14.4% 42.9%	28 3 17.8% 3 80.0%	3 10.3% 8.6%	12 19.4% 34.3%	14 18.7% 40.0%	6 15.4% 17.1%	22 20.0% 62.9%	13 13.5% 37.1%	14.3% 5.7%	9 12.2% 25.7%	19 18.4% 54.3%	33.3% 14.3%	33 3 17.3% 3 94.3%	6 14.0% 17.1%	13.6% 8.6%	9 19.1% 25.7%	17 21.0% 48.6%
TV home shopping clubs QVC	5/ 34 16.5% 100%			27 6 17.2% 6 79.4%	5 17.2% 14.7%	9.7% 17.6%	17 22.7% 50.0%	6 15.4% 17.6%	16 14.5% 47.1%	18 18.8% 52.9%	21.4% 8.8%	8 10.8% 23.5%	19 18.4% 55.9%	26.7% 11.8%	32 6 16.8% 6 94.1%	6 14.0% 17.6%	22.7% 14.7%	7 14.9% 20.6%	11 13.6% 32.4%
Telemarketing	22 10.7% 100%		10 6 9.6% 6 45.5%	16 6 10.2% 6 72.7%	0 0.0% 0.0%	5 8.1% 22.7%	11 14.7% 50.0%	6 15.4% 27.3%	13 11.8% 59.1%	9 9.49 40.99	0 0.0%		14 13.6% 63.6%	13.39 9.19	21 6 11.0% 6 95.5%	9 3 20.9% 3 40.9%	13.6% 13.6%	17.0% 36.4%	8.6% 31.8%
Door-to-door salesperson Q SO	17 8.3% 100%		8 6 7.79 6 47.19	13 6 8.3% 6 76.59	0 %0.0% %0.0		11 6 14.7% 6 64.7%	4 10.39 23.59	10 6 9.1% 6 58.8%	7 7.39 41.29	2 14.39 11.89	2.79 3 11.89	13 12.69 76.59	0 20.0 20.0	17 6 8.99 6 100.09	8 18.6% 47.1%	3 13.6% 17.6%	8.5% 23.5%	35.3%
CAM 000891	31 15.09 1009			20 6 12.79 6 64.59	5 6 17.2% 6 16.1%	5 8 . 19 6 16 . 19	12 6 16.09 6 38.79	9 6 23.19 6 29.09	16 6 14.5%	15 5 15.69 5 48.49		15 6 20.39 6 48.49	14 6 13.69 6 45.29	1 6 6.79 6 3.29	20 6 10.59 6 64.59		0 \$0.0 \$0.0		
IVE ORDER																			

Q6. Through which, if any, of the following sources have you purchased ANY products or services in the past 12 months? - Purchased 3 Times or More in Past Year Base: Total Respondents

		GEN	DER			AGE			INCO	ME		MARITAL	STATUS	à	C	ATALOG I	NFO		
	TOTAL	MEN =====	WOMEN	30-54	25-34 =====	35-44 =====	45-54 =====	55-65 ======	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS		CATLOG		HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
Total	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
Net - Any sources	111 53.9% 100%	45 44.1% 40.5%	66 63.5% 59.5%	89 56.7% 80.2%	14 48.3% 12.6%	37 59.7% 33.3%	42 56.0% 37.8%	18 46.2% 16.2%	55 50.0% 49.5%	56 58.3% 50.5%	10 71.4% 9.0%	38 51.4% 34.2%	55 53.4% 49.5%	8 53.3% 7.2%	110 57.6% 99.1%	38 88.4% 34.2%	19 86.4% 17.1%	33 70.2% 29.7%	39 48.1% 35.1%
Catalog	99 48.1% 100%	37 36.3% 37.4%	62 59.6% 62.6%	80 51.0% 80.8%	11 37.9% 11.1%	34 54.8% 34.3%	38 50.7% 38.4%	16 41.0% 16.2%	48 43.6% 48.5%	51 53.1% 51.5%	9 64.3% 9.1%	33 44.6% 33.3%	50 48.5% 50.5%	7 46.7% 7.1%	99 51.8% 100.0%	37 86.0% 37.4%	19 86.4% 19.2%	31 66.0% 31.3%	32 39.5% 32.3%
Internet website	22 10.7% 100%	13 12.7% 59.1%	9 8.7% 40.9%	16 10.2% 72.7%	10.3% 13.6%	9 14.5% 40.9%	8.0% 27.3%	10.3% 18.2%	7.3% 36.4%	14 14.6% 63.6%	0.0% 0.0% 0.0%	9 12.2% 40.9%	11 10.7% 50.0%	13.3% 9.1%	21 11.0% 95.5%	10 23.3% 45.5%	8 36.4% 36.4%	8.5% 18.2%	9 11.1% 40.9%
TV home shopping clubs/ QVC	10 4.9% 100%	2.0% 20.0%	7.7% 80.0%	5.1% 80.0%	0.0% 0.0%	4.8% 30.0%	6.7% 50.0%	5.1% 20.0%	4.5% 50.0%	5.2% 50.0%	0.0% 0.0%	4 5.4% 40.0%	4.9% 50.0%	6.7% 10.0%	9 4.7% 90.0%	7.0% 30.0%	9.1% 20.0%	3 6.4% 30.0%	3.7% 30.0%
Mail solicitation, non- catalog	9 4.4% 100%	3.9% 44.4%	5 4.8% 55.6%	7 4.5% 77.8%	3.4% 11.1%	4.8% 33.3%	4.0% 33.3%	5.1% 22.2%	2.7% 33.3%	6.3% 66.7%	14.3% 22.2%	2.7% 22.2%	3.9% 44.4%	$\begin{array}{c} 1 \\ 6.7\% \\ 11.1\% \end{array}$	8 4.2% 88.9%	4.7% 22.2%	0.0% 0.0% 0.0%	4.3% 22.2%	4 4.9% 44.4%
Magazine advertisement responded to directly (800#)	6 2.9% 100%	2.9% 50.0%	2.9% 50.0%	3.2% 83.3%	3.4% 16.7%	3.2% 33.3%	2.7% 33.3%	2.6% 16.7%	3.6% 66.7%	2.1% 33.3%	0.0% 0.0%	3 4.1% 50.0%	2.9% 50.0%	0.0% 0.0%	3.1% 100.0%	2.3% 16.7%	0.0% 0.0%	4.3% 33.3%	3.7% 50.0%
TV advertisement responded to directly (800#)	3 1.5% 100%	2.0% 66.7%	1.0% 33.3%	1.9% 100.0%	0 0.0% 0.0%	0.0% 0.0%	4.0% 100.0%	0.0% 0.0%	0.9% 33.3%	2.1% 66.7%	0.0% 0.0%	2.7% 66.7%	1.0% 33.3%	0.0% 0.0%	1.6% 100.0%	4.7% 66.7%	1 4.5% 33.3%	6.4% 100.0%	2.5% 66.7%
Telemarketing	1.0% 100%	2.0% 100.0%	0 %0.0 %0.0	1.3% 100.0%	0.0% 0.0%	0 %0.0 %0.0	2.7% 100.0%	0.0% 0.0%	0.9% 50.0%	1.0% 50.0%	0.0% 0.0%	0.0% 0.0%	1.9% 100.0%	0 0.0% 0.0%	1.0% 100.0%	2.3% 50.0%	0.0% 0.0% 0.0%	2.1% 50.0%	1.2% 50.0%
No answer	95 46.1% 100%	57 55.9% 60.0%	38 36.5% 40.0%	68 43.3% 71.6%	15 51.7% 15.8%	25 40.3% 26.3%	33 44.0% 34.7%	21 53.8% 22.1%	55 50.0% 57.9%	40 41.7% 42.1%	28.6% 4.2%	36 48.6% 37.9%	48 46.6% 50.5%	7 46.7% 7.4%	81 42.4% 85.3%	11.6% 5.3%	3 13.6% 3.2%	14 29.8% 14.7%	42 51.9% 44.2%

Q7A. Have you ever purchased products through catalogs?

Base: Total Respondents

		GEND	ER			AGE			INCO	ME		MARITAL	STATUS	·	CA	TALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+		MARIED	NO	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY		HEAVY INDLGR	EVER SMOKED CIGARS
Total	206 100% 100%		104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
Yes	191 92.7% 100%		99 95.2% 51.8%		28 96.6% 14.7%	58 93.5% 30.4%	69 92.0% 36.1%	35 89.7% 18.3%	105 95.5% 55.0%	86 89.6% 45.0%	13 92.9% 6.8%		98 95.1% 51.3%	14 93.3% 7.3%	191 100.0% 100.0%	43 100.0% 22.5%	100.0% 11.5%	44 93.6% 23.0%	73 90.1% 38.2%
No	15 7.3% 100%	10 9.8% 66.7%	5 4.8% 33.3%	10 6.4% 66.7%	1 3.4% 6.7%	4 6.5% 26.7%	8.0% 40.0%	4 10.3% 26.7%	4.5% 33.3%	10 10.4% 66.7%	1 7.1% 6.7%	8 10.8% 53.3%	4.9% 33.3%	6.7% 6.7%	0 0.0% 0.0%	0.0% 0.0%			9.9% 53.3%

Q7B. What types of products have you bought through catalogs? - For Self Base: Have purchased products through catalogs (Q.7A Code 1)

		ĞENI	DER			AGE			INCO	ME		MARITAL	STATUS	5	C	ATALOG 1	NFO		
	TOTAL	MEN	WOMEN	30-54	25~34	35-44			\$75K- \$99.9K				MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	
Total	191 100% 100%	92 100.0% 48.2 %	99 100.0% 51.8%	147 100.0% 77.0%	28 100.0% 14.7%	58 100.0% 30.4%	69 100.0% 36.1%	35 100.0% 18.3%	105 100.0% 55.0%	86 100.0% 45.0%	13 100.0% 6.8%	66 100.0% 34.6%	98 100.0% 51.3%	14 100.0% 7.3%	191 100.0% 100.0%	43 100.0% 22.5%	100.0% 11.5%	44 100.0% 23.0%	73 100.0% 38.2%
Net - Clothing/Shoes	152 79.6% 100%	65 70.7% 42.8%	87 87.9% 57.2%	121 82.3% 79.6%		49 84.5% 32.2%	58 84.1% 38.2%	26 74.3% 17.1%	78 74.3% 51.3%	74 86.0% 48.7%	13 100.0% 8.6%	50 75.8% 32.9%	76 77.6% 50.0%	13 92.9% 8.6%	152 79.6% 100.0%	38 88.4% 25.0%	20 90.9% 13.2%	40 90.9% 26.3%	57 78.1% 37.5%
Clothing	143 74.9% 100%	59 64.1% 41.3%	84 84.8% 58.7%	114 77.6% 79.7%	17 60.7% 11.9%	45 77.6% 31.5%	55 79.7% 38.5%	25 71.4% 17.5%	73 69.5% 51.0%	70 81.4% 49.0%	13 100.0% 9.1%	46 69.7% 32.2%	71 72.4% 49.7%	13 92.9% 9.1%	143 74.9% 100.0%	35 81.4% 24.5%	18 81.8% 12.6%	37 84.1% 25.9%	53 72.6% 37.1%
Shoes	58 30.4% 100%	25 27.2% 43.1%	33 33.3% 56.9%	44 29.9% 75.9%	5 17.9% 8.6%	20 34.5% 34.5%	21 30.4% 36.2%	11 31.4% 19.0%	25 23.8% 43.1%	33 38.4% 56.9%	23.1% 5.2%	15 22.7% 25.9%	36 36.7% 62.1%	28.6% 6.9%	58 30.4% 100.0%	20 46.5% 34.5%	11 50.0% 19.0%	14 31.8% 24.1%	21 28.8% 36.2%
<u>Net — Destination</u> Macanudo's	86 45.0% 100%	48 52.2% 55.8%	38 38.4% 44.2%	65 44 . 2% 75 . 6%	11 39.3% 12.8%	25 43.1% 29.1%	33 47.8% 38.4%	17 48.6% 19.8%	42 40.0% 48.8%	44 51.2% 51.2%	38.5% 5.8%	25 37.9% 29.1%	46 46.9% 53.5%	10 71.4% 11.6%	86 45.0% 100.0%	34 79.1% 39.5%	18 81.8% 20.9%	29 65.9% 33.7%	
Cooking accessories and utensils, e.g., knives	1 55 28.8% 100%	27 29.3% 49.1%	28 28.3% 50.9%	41 27.9% 74.5%	9 32.1% 16.4%	14 24.1% 25.5%	20 29.0% 36.4%	12 34.3% 21.8%	32 30.5% 58.2%	23 26.7% 41.8%	30.8% 7.3%	17 25 . 8% 30 . 9%	26 26.5% 47.3%	8 57.1% 14.5%	55 28.8% 100.0%		12 54.5% 21.8%		26 35.6% 47.3%
Personal electronics	35 18.3% 100%	25 27.2% 71.4%	10 10.1% 28.6%	26 17.7% 74.3%	10.7% 8.6%	10 17.2% 28.6%	15 21.7% 42.9%	7 20.0% 20.0%	13 12.4% 37.1%	22 25.6% 62.9%	3 23.1% 8.6%	8 12.1% 22.9%	18 18.4% 51.4%	6 42 9% 17.1%	35 18.3% 100.0%	15 34.9% 42.9%	9 40.9% 25.7%	13 29.5% 37.1%	17 23.3% 48.6%
Travel accessories, such as a radar detector or alarm clock	23 12.0% 100%	15 16.3% 65.2%	8 8.1% 34.8%	16 10.9% 69.6%	7.1% 8.7%	2 3.4% 8.7%	14 20.3% 60.9%	5 14.3% 21.7%	7 6.7% 30.4%	16 18.6% 69.6%	7 . 7% 4 . 3%	5 7.6% 21.7%	15 15.3% 65.2%	14.3% 8.7%	23 12.0% 100.0%	10 23.3% 43.5%	6 27.3% 26.1%	9 20.5% 39.1%	
Entertaining accessories, such as wine glasses and bottle openers	15 7.9% 100%	9 9.8% 60.0%	6.1% 40.0%	9.5% 93.3%	3.6% 6.7%	8.6% 33.3%	11.6% 53.3%	2.9% 6.7%	4.8% 33.3%	10 11.6% 66.7%	0 0.0% 0.0%		7 7.1% 46.7%		15 7.9% 100.0%		8 36.4% 53.3%	6 13.6% 40.0%	
Barbecue grills and accessories	10 5.2% 100%	8.7% 80.0%	2.0% 20.0%	6.1% 90.0%		5.2% 30.0%	4 5.8% 40.0%	2.9% 10.0%	7 6.7% 70.0%	3 3.5% 30.0%	7.7% 10.0%				10 5.2% 100.0%			2.3% 10.0%	
Cigars	0.5% 100%	0.0% 0.0% 0.0%	1.0% 100.0%	0.0% 0.0%		0 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0 0.0% 0.0%	1.2% 100.0%	0 0.0% 0.0%	0.0% 0.0%		0.0% 0.0%	0.5% 100.0%		0.0% 0.0%		
Music CDs	82 42.9% 100%	46 50.0% 56.1%	36 36.4% 43.9%		14 50.0% 17.1%	26 44.8% 31.7%	32 46.4% 39.0%	10 28.6% 12.2%	48 45.7% 58.5%	34 39.5% 41.5%	6 46.2% 7.3%	32 48.5% 39.0%	38 38.8% 46.3%	6 42.9% 7.3%	82 42.9% 100.0%	26 60.5% 31.7%	16 72.7% 19.5%	20 45.5% 24.4%	
Net - Home Entertainment	79 41.4% 100%	39 42.4% 49.4%	40 40.4% 50.6%	63 42.9% 79.7%	10 35.7% 12.7%	26 44.8% 32.9%	29 42.0% 36.7%	14 40.0% 17.7%	37 35.2% 46.8%	42 48.8% 53.2%	30.8% 5.1%	27 40.9% 34.2%	38 38.8% 48.1%	10 71.4% 12.7%	79 41.4% 100.0%	32 74.4% 40.5%	18 81.8% 22.8%		
Cooking accessories and utensils, e.g., knives		27 29.3% 49.1%	28 28.3% 50.9%				20 29.0% 36.4%	12 34.3% 21.8%		23 26.7% 41.8%	30.8% 7.3%		26 26.5% 47.3%		55 28.8% 100.0%				

NFO #37102-010101

Q7B. What types of products have you bought through catalogs? – For Self Base: Have purchased products through catalogs (Q.7A Code 1)

		GEND	ER			AGE			INCO	ME		MARITAL	STATUS	5	C	ATALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO	DIVRCE, SEP/ WIDOW	CATLOG	SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
Total					28 100.0% 14.7%					0.0	4.7	cc	98 100.0% 51.3%	14 100.0% 7.3%	191 100.0% 100.0%	43 100.0% 22.5%	22 100.0% 11.5%	44 100.0% 23.0%	73 100.0% 38.2%
Gourmet Foods	31 16.2% 100%	14 15.2% 45.2%	17 17.2% 54.8%	26 17.7% 83.9%	4 14.3%	12 20.7% 38.7%	10 14.5% 32.3%	5 14.3% 16.1%	16 15.2%	15	2 15.4%	13 19.7%	14	2 14.3%	31	16 37.2%	9 40.9% 29.0%	15 34.1% 48.4%	14 19.2%
Wine	16 8.4% 100%	12 13.0% 75.0%	4 4.0% 25.0%	11 7.5% 68.8%	3.6% 6.3%	6 10.3% 37.5%	5 . 8% 25 . 0%	5 14.3% 31.3%	4 3.8% 25.0%	12 14.0% 75.0%	0 0.0% 0.0%	7.6% 31.3%	8.2% 50.0%	3 21.4% 18.8%	16 8.4% 100.0%	8 18.6% 50.0%	6 27.3% 37.5%	7 15.9% 43.8%	12 16.4% 75.0%
Entertaining accessories, such as wine glasses and bottle openers	15 7.9% 100%	9 9.8% 60.0%	6 6.1% 40.0%	14 9.5% 93.3%	3.6% 6.7%	8.6% 33.3%	8 11.6% 53.3%	2.9% 6.7%	4.8% 33.3%	10 11.6% 66.7%	0 0.0% 0.0%	7 10.6% 46.7%	7 7.1% 46.7%	1 7.1% 6.7%	15 7.9% 100.0%	10 23.3% 66.7%	8 36.4% 53.3%	6 13.6% 40.0%	
Barbecue grills and accessories	10 5.2% 100%	8 8.7% 80.0%	2.0% 20.0%	9 6.1% 90.0%	7.1% 20.0%	3 5.2% 30.0%		2.9% 10.0%	7 6.7% 70.0%	3 3.5% 30.0%	7.7% 10.0%	4.5% 30.0%	4.1% 40.0%	14.3% 20.0%	10 5.2% 100.0%	9.3% 40.0%		2.3% 10.0%	4.1% 30.0%
Net - Personal Accessories	56 29.3% 100%	25 27.2% 44.6%	31 31.3% 55.4%	44 29.9% 78.6%	5 17.9% 8.9%	10 17.2% 17.9%	31 44 . 9% 55 . 4%	10 28.6% 17.9%	25 23.8% 44.6%	31 36.0% 55.4%		11 16.7% 19.6%	36.7% 36.7% 64.3%	42.9% 10.7%	56 29.3% 100.0%	26 60.5% 46.4%	15 68.2% 26.8%		
Jewelry	36 18.8% 100%	8 8.7% 22.2%	28 28.3% 77.8%			6 10.3% 16.7%		7 20.0% 19.4%		17 19.8% 47.2%	2 15.4% 5.6%	9 13.6% 25.0%	20 20.4% 55.6%	35.7% 13.9%	36 18.8% 100.0%	17 39.5% 47.2%			
Travel accessories, such as a radar detector or alarm clock	23 12.0% k 100%	15 16.3% 65.2%	8 8.1% 34.8%		2 7.1% 8.7%	2 3.4% 8.7%	14 20 . 3% 60 . 9%	5 14.3% 21.7%	7 6.7% 30.4%	16 18.6% 69.6%	7.7% 4.3%	5 7.69 21.7%	15 15.3% 65.2%	2 14.3% 8.7%	23 12.0% 100.0%				9 12.3% 39.1%
Leather goods, such as luggage	17 8.9% 100%	7 7.6% 41.2%	10 10.1% 58.8%		0 6 0.0% 6 0.0%		10 14.5% 58.8%	8.6% 17.6%		11 12.8% 64.7%	0 90.08 80.0	3 4.5% 17.6%	12 12.2% 70.6%	2 14.3% 11.8%	17 8.9% 100.0%	8 18.6% 47.1%	18.2% 23.5%		
Home office: pens des accessories, lighting, chairs	k 33 17.3% 100%	21 22.8% 63.6%	12 12.1% 36.4%	27 18.49 81.89	6 6 21.4% 6 18.2%	11 19.0% 33.3%			16 5 15.2% 48.5%		5 38.59 5 15.29	7 3 10.69 3 21.29	20 20.4% 60.6%	7.1% 3.0%	33 17.3% 100.0%	15 34.9% 45.5%			
Sports equipment	33 17.3% 100%		8 . 1% 24 . 2%	24 3 16.39 5 72.79	5 6 17.9% 6 15.2%	9 3 15.5% 27.3%	13 18.8% 39.4%	6 17.19 18.29	15 14.3% 45.5%	18 20.9% 54.5%	7.79 3.09	10 6 15.29 6 30.39	20 6 20.49 6 60.69	2 14.39 6.19		9 3 20.9% 3 27.3%			
Storage: music, video, CDs, clothing	32 16.8% 100%			26 17.79 81.39	4 6 14.39 6 12.59	10 3 17.2% 31.3%	14 20.3% 43.8%	4 11.49 12.59	17 3 16.29 53.19	15 17.49 46.99	7.79 6 3.19	13 6 19.79 6 40.69	13 6 13.39 6 40.69	5 6 35.79 6 15.69	32 6 16.89 6 100.09	16 37.2% 50.0%	11 50.0% 34.4%	11 3 25.0% 3 34.4%	
Casino: slot/video machines, poker accessories, etc.	1.0% 1.0%				0 80.09 80.09				0.09 80.09 80.0	2.39 3 100.09	0.09 6 0.09	0.09 6 0.09	6 2.09 6 100.09	6 0.09	6 100.09	6 50.0%	0.09	50.0%	50.0%
No answer	11 5 . 8% 100%														11 6 5.89 6 100.09				

NFO #37102-010101

Q7B. What types of products have you bought through catalogs? - As A Gift Base: Have purchased products through catalogs (Q.7A Code 1)

		GENE	DER			AGE			INCO	ME		MARITAL	STATUS	5	C	ATALOG I	ENFO		
	TOTAL	MEN	WOMEN	30-54	25-34		45-54	55-65	\$75K- \$99.9K				MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	
Total	191 100% 100%	92 100.0% 48.2%	99 100.0% 51.8%	147 100.0% 77.0%	28 100.0% 14.7%	58 100.0% 30.4%	69 100.0% 36.1%	35 100.0% 18.3%	105 100.0% 55.0%	86 100.0% 45.0%	13 100.0% 6.8%	66 100.0% 34.6%	98 100.0% 51.3%	14 100.0% 7.3%	191 100.0% 100.0%	43 100.0% 22.5%	22 100.0% 11.5%	44 100.0% 23.0%	73 100.0% 38.2%
Net - Clothing/Shoes	83 43.5% 100%	35 38.0% 42.2%	48 48.5% 57.8%	71 48.3% 85.5%	11 39.3% 13.3%	34 58.6% 41.0%	27 39.1% 32.5%	11 31.4% 13.3%	48 45.7% 57.8%	35 40.7% 42.2%	9 69.2% 10.8%		36 36.7% 43.4%	6 42.9% 7.2%	83 43.5% 100.0%	22 51.2% 26.5%	11 50.0% 13.3%	19 43.2% 22.9%	31 42.5% 37.3%
Clothing	79 41.4% 100%	32 34.8% 40.5%	47 47.5% 59.5%	67 45 , 6% 84 . 8%	11 39.3% 13.9%	32 55.2% 40.5%	25 36.2% 31.6%	11 31.4% 13.9%	45 42.9% 57.0%	34 39.5% 43.0%	9 69.2% 11.4%	31 47.0% 39.2%	33 33.7% 41.8%	6 42.9% 7.6%	79 41.4% 100.0%	21 48.8% 26.6%	10 45.5% 12.7%	17 38.6% 21.5%	28 38.4% 35.4%
Shoes	10 5.2% 100%	3.3% 30.0%	7 7.1% 70.0%	9 6.1% 90.0%	3.6% 10.0%	4 6.9% 40.0%	5 . 8% 40 . 0%	2.9% 10.0%	6 5.7% 60.0%	4.7% 40.0%	0 0.0% 0.0%		7.1% 70.0%	0 0.0% 0.0%	10 5.2% 100.0%	7.0% 30.0%	9.1% 20.0%	4.5% 20.0%	3 4.1% 30.0%
<u> Net – Home Entertainment</u>	28.3% 100%	27 29.3% 50.0%	27 27.3% 50.0%	44 29.9% 81.5%	10 35.7% 18.5%	17 29.3% 31.5%	18 26.1% 33.3%	9 25.7% 16.7%	29 27.6% 53.7%	25 29.1% 46.3%	4 30.8% 7.4%	17 25.8% 31.5%	28 28.6% 51.9%	35.7% 9.3%	54 28.3% 100.0%	23 53.5% 42.6%	11 50.0% 20.4%		21 28.8% 38.9%
Gourmet Foods	30 15.7% 100%	12 13.0% 40.0%	18 18.2% 60.0%	23 15.6% 76.7%	6 21.4% 20.0%	9 15.5% 30.0%	9 13.0% 30.0%	6 17.1% 20.0%	16 15.2% 53.3%	14 16.3% 46.7%	23.1% 10.0%	10 15.2% 33.3%	14 14.3% 46.7%	3 21.4% 10.0%	30 15.7% 100.0%	15 34.9% 50.0%	7 31.8% 23.3%	12 27.3% 40.0%	10 13.7% 33.3%
Cooking accessories and utensils, e.g., knives		17 18.5% 58.6%	12 12.1% 41.4%	24 16.3% 82.8%	6 21.4% 20.7%	10 17.2% 34.5%	9 13.0% 31.0%	4 11.4% 13.8%	22 21.0% 75.9%	7 8.1% 24.1%	15.4% 6.9%	10 15.2% 34.5%	14 14.3% 48.3%	3 21.4% 10.3%	29 15.2% 100.0%	13 30.2% 44.8%	6 27.3% 20.7%	10 22.7% 34.5%	15 20.5% 51.7%
Entertaining accessories, such as wine glasses and bottle openers	12 6.3% 100%	6.5% 50.0%	6.1% 50.0%	12 8.2% 100.0%		6.9% 33.3%	8.7% 50.0%	0.0% 0.0%	7 6.7% 58.3%	5.8% 41.7%	7.7% 8.3%	7.6% 41.7%	6.1% 50.0%	0 0.0% 0.0%	6.3% 100.0%	8 18.6% 66.7%			
Wine	7 3.7% 100%	6.5% 85.7%	1.0% 14.3%				2.9% 28.6%	3 8.6% 42.9%	1.9% 28.6%	5.8% 71.4%			4 4.1% 57.1%		7 3.7% 100.0%				
Barbecue grills and accessories	1.0% 100%	2.2% 100.0%	0 0.0% 0.0%	1.4% 100.0%			1.4% 50.0%	0.0% 0.0%	1.0% 50.0%	1.2% 50.0%			2.0% 100.0%		1.0% 100.0%				
Net <u>- Destination</u> Macanudo's	46 24.1% 100%	27 29.3% 58.7%	19 19.2% 41.3%	38 25.9% 82.6%	7 25.0% 15.2%	15 25.9% 32.6%	17 24.6% 37.0%	7 20.0% 15.2%	27 25.7% 58.7%	19 22.1% 41.3%	23.1% 6.5%	15 22.7% 32.6%	22 22.4% 47.8%	6 42.9% 13.0%	46 24.1% 100.0%	21 48.8% 45.7%	12 54.5% 26.1%	15 34.1% 32.6%	22 30.1% 47.8%
Cooking accessories and utensils, e.g., knives		17 18.5% 58.6%		24 16.3% 82.8%	6 21.4% 20.7%	10 17.2% 34.5%		4 11.4% 13.8%		7 8.1% 24.1%	15.4% 6.9%		14 14.3% 48.3%	3 21.4% 10.3%	29 15.2% 100.0%	13 30.2% 44.8%	6 27.3% 20.7%	10 5 22.7% 5 34.5%	15 20.5% 51.7%
Personal electronics	14 7.3% 100%	10 10.9% 71.4%					5 7 . 2% 35 . 7%	8.6% 21.4%	6 5.7% 42.9%	9.3% 57.1%					14 7.3% 100.0%		5 22.79 35.79		9 12.3% 64.3%
Entertaining accessories, such as wine glasses and bottle openers	12 6.3% e 100%	6.5% 50.0%	6.1% 50.0%	12 8.2% 100.0%	7.1% 16.7%	4 6.9% 33.3%	6 8.7% 50.0%	0.0% 0.0%						0 %0.0 %0.0	12 6.3% 100.0%	8 18.6% 66.7%	6 27.3% 50.0%	4 5 9.1 % 5 33.3%	

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NFO Research Inc.

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CIGAR NON-SMOKER STUDY

Q7B. What types of products have you bought through catalogs? – As A Gift Base: Have purchased products through catalogs (Q.7A Code 1)

		GEND	ER		ı	AGE			INCO	ME		MARITAL	STATUS		CA	TALOG I	NFO		
TOTA	 \L .	MEN	WOMEN	30-54	25-34	35-44	 45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	SEP/ WIDOW	CATLOG SHOPRS	SPEND	HEAVY SPEND KEY CAT		EVER SMOKED CTGARS
Total 19 10 10				147 100.0% 77.0%				35 100.0% 18.3%					0.0	14	191 100.0% 100.0%	43 100.0% 22.5%	22 100.0% 11.5%	44 100.0% 23.0%	73 100.0% 38.2%
	5 . 6% 00%	4 4.3% 80.0%	1.0% 20.0%	1.4% 40.0%	3.6% 20.0%	1.7% 20.0%	1.4% 20.0%	5.7% 40.0%	1.0% 20.0%	4.7% 80.0%	0 %0.0% %0.0	1.5% 20.0%	4.1% 80.0%		2.6% 100.0%	7.0% 60.0%	13.6% 60.0%	2.3% 20.0%	40.0%
accessories 1.	2 .0% 00% 10	2 2.2% 00.0%	0.0% 0.0%	1.4% 100.0%	0.0% 0.0% 0.0%	1.7% 50.0%	1.4% 50.0%	0.0% 0.0%	1.0% 50.0%	1.2% 50.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	2.0% 100.0%		100.0%	0.0% 0.0%	0.0% 0.0%		0.0%
	2 .0% 00%	1.1% 50.0%	1 1.0% 50.0%	1.4% 100.0%	0 0.0% 0.0%	1.7% 50.0%	1.4% 50.0%	0.0% 0.0% 0.0%	1.0% 50.0%	1.2% 50.0%	0.0% 0.0% 0.0%	0.0% 0.0%	2.0% 100.0%	0.0% 0.0% 0.0%	1.0% 100.0%	2.3% 50.0%	0.0% 0.0% 0.0%		50.0%
Accessories 17.		16 17.4% 47.1%	18 18.2% 52.9%	25 17.0% 73.5%	4 14.3% 11.8%	8 13.8% 23.5%	14 20.3% 41.2%	8 22.9% 23.5%	14 13.3% 41.2%	20 23.3% 58.8%	2 15.4% 5.9%	10 15.2% 29.4%	17 17.3% 50.0%	35.7% 14.7%	34 17.8% 100.0%	12 27.9% 35.3%	8 36.4% 23.5%	18.2% 23.5%	13 17.8% 38.2%
15.	30 . 7% 00%	13 14.1% 43.3%	17 17.2% 56.7%	23 15.6% 76.7%	4 14.3% 13.3%	7 12.1% 23.3%	13 18.8% 43.3%	6 17.1% 20.0%	13 12.4% 43.3%	17 19.8% 56.7%	15.4% 6.7%	9 13 . 6% 30 . 0%	14 14.3% 46.7%	35.7% 16.7%	30 15.7% 100.0%	10 23.3% 33.3%	6 27.3% 20.0%	7 5 15.9% 5 23.3%	11 3 15.1% 3 36.7%
	5 . 6% 00%	4 4.3% 80.0%	1 1.0% 20.0%		3.6% 20.0%	1.7% 20.0%	1 1.4% 20.0%	5.7% 40.0%	1.0% 20.0%	4 4.7% 80.0%	0 0.0% 0.0%	1.5% 20.0%	4.1% 80.0%	0 0.0% 0.0%	5 2.6% 100.0%	7.0% 60.0%		2.3% 20.0%	6 40.0%
	3 6% .00%	0 0.0% 0.0%				0 0.0% 0.0%	2.9% 66.7%	2.9% 33.3%	1.0% 33.3%	2 2.3% 66.7%	0 0.0% 0.0%			7.19 33.39	3 1.6% 3 100.0%	33.3%			6 33.3%
15	29 .2% .00%	13 14.1% 44.8%	16 16.2% 55.2%	23 15.6% 79.3%	4 14.3% 13.8%	10 17.2% 34.5%	11 15.9% 37.9%	4 11.4% 13.8%	16 15.2% 55.2%	13 15.1% 44.8%	15.4% 6.9%	12 18.2% 41.4%	12 12.2% 41.4%	21.4% 10.3%	29 3 15.2% 3 100.0%	9 30.9% 31.0%	18.2% 13.8%	4 6 9.1% 6 13.8%	14 6 19.2% 6 48.3%
accessories, lighting, 7	15 7.9% 100%	9 9.8% 60.0%		12 8.2% 80.0%	5 17.9% 33.3%	3.4% 13.3%	8.7% 40.0%	5.7% 5.7% 13.3%	6 5.7% 40.0%	9 10.5% 60.0%	2 15.4% 13.3%	4 6.19 26.79	8 8.2% 53.3%	7.19 6.79	15 6 7.9% 6 100.09	9 3 20.9% 3 60.0%	7 31.8% 46.7%	7 6 15.9 % 6 46.7%	6 46.7%
	8 1 . 2% 100%	3 3.3% 37.5%	5.19 62.59	8 5.4% 100.0%	3.6% 12.5%			0 0.0% 0.0%		2.3% 25.0%	0 \$0.0 \$0.0		2.0% 2.0% 25.0%	7.19 12.59	8 6 4.29 6 100.09				6 1.4% 6 12.5%
	8 4 . 2% 100%	3 3.3% 37.5%	5.19 62.59	7 6 4.8% 6 87.5%	7.1% 25.0%	3.4% 25.0%	3 4.39 37.59	1 2.9% 12.5%	6 5.7% 5.0%	2.3% 25.0%	7.79 12.59	7.69 62.59	2.09 25.09	0.09 0.09	8 6 4.29 6 100.09	5 6 11.6% 6 62.5%	3 3 13.6% 37.5%		% 37.5%
	1 0.5% 100%	0 0.0% 0.0%	1.09 1.09 100.09	1 6 0.7% 6 100.0%	0 80.0% 0.0%	1.7% 1.00.0%	0 0.09 0.09	0.09 80.09	0 80.0 80.0	1.29 1.00.09	0 80.0 80.0	0.09 6 0.09	£ 100.09	0.09 3 0.09	£ 100.09	6 0.09	6 0.0%	6 0.09	1.4% 100.0%
	74 8.7% 100%	38 41.3% 51.4%												35.79 6.89	74 6 38.79 6 100.09	9 6 20.99 6 12. 29			% 41.1%

Q7C. Approximately how much did you spend in the past 12 months on shopping through catalogs? Base: Have purchased products through catalogs (Q.7A Code 1)

		GENI	DER			AGE			INCO	ME		MARITA	STATUS	S	C	ATALOG 1	NFO		
	TOTAL	MEN		30-54									MARIED NO KIDS	SEP/ WIDOW	CATLOG SHOPRS	HEAVY SPEND CATLOG	KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
Total	191 100% 100%	92 100.0% 48.2%	99 100.0% 51.8%	147 100.0% 77.0%	28 100.0% 14.7%	58 100.0% 30.4%	69 100.0% 36.1%	35 100.0% 18.3%	105 100.0% 55.0%	86 100.0% 45.0%	13 100.0% 6.8%	66 100.0% 34.6%	98 100.0% 51.3%	14 100.0% 7.3%	191 100.0% 100.0%	43 100.0% 22.5%	22 100.0% 11.5%	44 100.0% 23.0%	73 100.0% 38.2%
No answer	3 1.6% 100%	2 2.2% 66.7%	1.0% 33.3%		3.6% 33.3%	1.7% 33.3%	1.4% 33.3%	0 0.0% 0.0%	2.9% 100.0%	0.0% 0.0%	0 0.0% 0.0%	3.0% 66.7%	1.0% 33.3%	0 0.0% 0.0%	1.6% 100.0%	0 0.0% 0.0%	0.0% 0.0%	2.3% 33.3%	2.7% 66.7%
Total answering	188 98.4% 100%	90 97.8% 47.9%	98 99.0% 52.1%	144 98.0% 76.6%	27 96.4% 14.4%	57 98.3% 30.3%	68 98.6% 36.2%	35 100.0% 18.6%	102 97.1% 54.3%	86 100.0% 45.7%	13 100.0% 6.9%	64 97.0% 34.0%	97 99.0% 51.6%	14 100.0% 7.4%	188 98.4% 100.0%	43 100.0% 22.9%	100.0% 11.7%	43 97.7% 22.9%	71 97.3% 37.8%
Under \$100 (50)	33 17.6% 100%	16 17.8% 48.5%	17 17.3% 51.5%	29 20.1% 87.9%	6 22.2% 18.2%	12 21.1% 36.4%	11 16.2% 33.3%	4 11.4% 12.1%	23 22.5% 69.7%	10 11.6% 30.3%	1 7.7% 3.0%	14 21.9% 42.4%	16 16.5% 48.5%	2 14.3% 6.1%	33 17.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 11.6% 15.2%	15 21.1% 45.5%
\$100 - \$249 (175)	36 19.1% 100%	15 16.7% 41.7%	21 21.4% 58.3%	26 18.1% 72.2%	7 25.9% 19.4%	6 10.5% 16.7%	16 23.5% 44.4%	7 20.0% 19.4%	23 22.5% 63.9%	13 15.1% 36.1%	1 7.7% 2.8%	11 17.2% 30.6%	22 22.7% 61.1%	14.3% 5.6%	36 19.1% 100.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	6 14.0% 16.7%	10 14.1% 27.8%
\$250 - \$499 (375)	39 20.7% 100%	20 22.2% 51.3%	19 19.4% 48.7%	27 18.8% 69.2%	6 22.2% 15.4%	10 17.5% 25.6%	14 20.6% 35.9%	8 22.9% 20.5%	24 23.5% 61.5%	15 17.4% 38.5%	23.1% 7.7%	13 20.3% 33.3%	18 18.6% 46.2%	35.7% 12.8%	39 20.7% 100.0%	0.0% 0.0%	0.0% 0.0%	7 16.3% 17.9%	11 15.5% 28.2%
\$500 - \$999 (750)	37 19.7% 100%	19 21.1% 51.4%	18 18.4% 48.6%	28 19.4% 75.7%	4 14.8% 10.8%	15 26.3% 40.5%	10 14.7% 27.0%	8 22.9% 21.6%	16 15.7% 43.2%	21 24.4% 56.8%	4 30.8% 10.8%	14 21.9% 37.8%	17 17.5% 45.9%	14.3% 5.4%	37 19.7% 100.0%	0.0% 0.0%	0.0% 0.0%		16 22.5% 43.2%
Net - \$1000 or more	43 22.9% 100%	20 22.2% 46.5%	23 23.5% 53.5%	34 23.6% 79.1%	4 14.8% 9.3%	14 24.6% 32.6%	17 25.0% 39.5%	8 22.9% 18.6%	16 15.7% 37.2%	27 31.4% 62.8%	4 30.8% 9.3%	12 18.8% 27.9%	24 24.7% 55.8%	3 21.4% 7.0%	43 22.9% 100.0%	43 100.0% 100.0%	100.0% 51.2%	19 44.2% 44.2%	19 26.8% 44.2%
\$1,000 - \$1,999 (1500)	11.7% 100%	10 11.1% 45.5%	12 12.2% 54.5%	19 13.2% 86.4%	4 14.8% 18.2%	8 14.0% 36.4%	8 11.8% 36.4%	2 5.7% 9.1%	11 10.8% 50.0%	11 12.8% 50.0%	4 30.8% 18.2%	6 9.4% 27.3%	12 12.4% 54.5%	0 0.0% 0.0%	22 11.7% 100.0%	51.2% 100.0%	10 45.5% 45.5%		
\$2,000 - \$2,999 (2500)	5 2.7% 100%	3.3% 60.0%	2.0% 40.0%	3.5% 100.0%	0.0% 0.0%	7.0% 80.0%	1.5% 20.0%	0 0.0% 0.0%	1.0% 20.0%	4 4.7% 80.0%	0 0.0% 0.0%	4 6.3% 80.0%	1.0% 20.0%	0 0.0% 0.0%	2.7% 100.0%	11.6% 100.0%	4 18.2% 80.0%	2.3% 20.0%	
\$3,000 - \$3,999 (3500)	7 3.7% 100%	4 4.4% 57.1%	3 3.1% 42.9%	3.5% 71.4%	0.0% 0.0%	1.8% 14.3%	4 5.9% 57.1%	5. 7 % 28.6%	2.9% 42.9%	4 4.7% 57.1%	0 0.0% 0.0%	1 1.6% 14.3%	5.2% 71.4%	7.1% 14.3%	7 3.7% 100.0%	7 16.3% 100.0%	3 13.6% 42.9%		
\$4,000 - \$4,999 (4500)	1.1% 100%	1.1% 50.0%	1.0% 50.0%	1.4% 100.0%	0.0% 0.0% 0.0%	0.0% 0.0%	2.9% 100.0%	0.0% 0.0%	0.0% 0.0%	2.3% 100.0%	0 0.0% 0.0%	1 1.6% 50.0%	0.0% 0.0% 0.0%	7.1% 50.0%	1.1% 100.0%			4.7% 100.0%	
\$5,000 - \$9,999 (7500)	4 2 . 1% 100%	2.2% 50.0%	2.0% 50.0%	0.7% 25.0%	0.0% 0.0% 0.0%	1.8% 25.0%	0 0.0% 0.0%	8.6% 75.0%	0.0% 0.0%	4 4.7% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	3.1% 75.0%	7.1% 25.0%	2.1% 100.0%	9.3% 100.0%	9.1% 50.0%		
More than \$10,000 (12000)	3 1.6% 100%	0.0% 0.0%	3.1% 100.0%	1.4% 66.7%	0.0% 0.0% 0.0%	0.0% 0.0%	2.9% 66.7%	2.9% 33.3%	1.0% 33.3%	2.3% 66.7%	0 0.0% 0.0%	0 0.0% 0.0%	3.1% 100.0%	0 0.0% 0.0%	1.6% 100.0%	7.0% 100.0%	2 9.1% 66.7%		
Mean Std Dev Std Err	1039 9 191913 139.914	01.941 56.572 2.9952	164.80 318.731 34.2271	945.31 4 696.84 4 41.403 9	473.15 8 491.4113 94.57215	371.051 182.532 16.6312	141.181 189.892 65.5634	569.29 772.801 68.6891	663.4814 334.932 32.1782	184.30 369.22 5.4801	796.15 537.34 49.0311	703.131 885.822 10.7272	243.811 410.892 44.7895	380.361 218.261 92.8561	038.963 918.872 39.9484	372.093 988.263 55.7056	590.911 246.382 92.1304	788.9516 642.1114 02.9171	015.85 494.62 77.379

NFO #37102-010101

Q7D. Which of the following catalogs do you purchase from regularly, at least once per year? Base: Have purchased products through catalogs (Q.7A Code 1)

			GEND	ER			AGE			INCO	ME		MARITAL	STATUS	<u></u>	C	ATALOG I	NFO		
	T	OTAL	MEN	WOMEN	30-54	25-34	35-44	45-54 =====	55-65 =====	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO KIDS	DIVRCE, SEP/ WIDOW	CATIOG	HEAVY SPEND CATLOG	KFY	HEAVY INDLGR	EVER SMOKED CIGARS
Total		191 100% 100%	92 100.0% 48.2%	99 100.0% 51.8%	147 100.0% 77.0%	28 100.0% 14.7%	58 100.0% 30.4%	69 100.0% 36.1%	35 100.0% 18.3%	105 100.0% 55.0%	86 100.0% 45.0%	13 100.0% 6.8%	66 100.0% 34.6%	98 100.0% 51.3%	14 100.0% 7.3%	191 100.0% 100.0%	43 100.0% 22.5%	22 100.0% 11.5%	44 100.0% 23.0%	73 100.0% 38.2%
Net = Apparel		81 42.4% 100%	40 43.5% 49.4%	41 41.4% 50.6%	58	10 35.7%	23 39.7% 28.4%	27 39.1% 33.3%	21 60.0% 25.9%	35 33.3% 43.2%	46	61.5% 9.9%	24 36.4%	40 40.8% 49.4%	9 64.3%	81 42.4% 100.0%	28 65.1%	20 90.9% 24.7%	23 52.3%	33 45.2%
Lands' End		26.7% 100%	23 25.0% 45.1%	28 28.3% 54.9%	36 24.5% 70.6%	5 17.9% 9.8%	18 31.0% 35.3%	14 20.3% 27.5%	14 40.0% 27.5%	23 21.9% 45.1%	28 32.6% 54.9%	23.1% 5.9%	15 22.7% 29.4%	28 28.6% 54.9%	35.7% 9.8%	51 26.7% 100.0%	23 53.5% 45.1%	15 68.2% 29.4%	14 31.8% 27.5%	20 27.4% 39.2%
L. L. Bean		46 24.1% 100%	23 25.0% 50.0%	23 23.2% 50.0%	33 22.4% 71.7%	5 17.9% 10.9%	13 22.4% 28.3%	16 23.2% 34.8%	12 34.3% 26.1%	21 20.0% 45.7%	25 29.1% 54.3%	5 38.5% 10.9%	14 21.2% 30.4%	25 25.5% 54.3%	14.3% 4.3%	46 24.1% 100.0%	15 34.9% 32.6%	12 54.5% 26.1%	15 34.1% 32.6%	17 23.3% 37.0%
Eddie Bauer		35 18.3% 100%	17 18.5% 48.6%	18 18.2% 51.4%	24 16.3% 68.6%	5 17.9% 14.3%	10 17.2% 28.6%	10 14.5% 28.6%	10 28.6% 28.6%	13 12.4% 37.1%	22 25.6% 62.9%	3 23.1% 8.6%	11 16.7% 31.4%	17 17.3% 48.6%	4 28.6% 11.4%	35 18.3% 100.0%	15 34.9% 42.9%	13 59.1% 37.1%	12 27.3% 34.3%	15 20.5% 42.9%
Neiman Marcus		12 6.3% 100%	6.5% 50.0%	6.1% 50.0%	7 4.8% 58.3%	3.6% 8.3%	3.4% 16.7%	4 5 . 8% 33 . 3%	5 14.3% 41.7%	3.8% 33.3%	8 9.3% 66.7%	3 23.1% 25.0%	3 4.5% 25.0%	5 5.1% 41.7%	7.1% 8.3%	12 6.3% 100.0%	5 11.6% 41.7%	5 22.7% 41.7%	8 18.2% 66.7%	5.5% 33.3%
J. Crew	C S S S S S S S S S S S S S S S S S S S	11 5.8% 100%	6.5% 54.5%	5.1% 45.5%	8 5.4% 72.7%	7.1% 18.2%	4 6.9% 36.4%	3 4.3% 27.3%	2 5.7% 18.2%	3 2.9% 27.3%	8 9.3% 72.7%	7.7% 9.1%	3 4.5% 27.3%	5.1% 45.5%	2 14.3% 18.2%	11 5.8% 100.0%	11.6% 45.5%	5 22.7% 45.5%	5 11.4% 45.5%	4.1% 27.3%
0rvis	N PRO	9 4.7% 100%	3.3% 33.3%	6.1% 6.7%	6 4.1% 66.7%	3.6% 11.1%	1.7% 11.1%	4 5 . 8% 44 . 4%	8.6% 33.3%	1.9% 22.2%	7 8.1% 77.8%	0 %0.0 %0.0			7.19 11.19	9 4.7% 100.0%	5 11.6% 55.6%	22.7% 55.6%	5 11.4% 55.6%	4 5.5% 44.4%
Joseph A. Banks	CONFIDENTIAL: UNDER PROTECTIVE CAM 000899	3 1.6% 100%	2 2.2% 66.7%	1.0% 33.3%	2 1.4% 66.7%	0.0% 0.0%	3.4% 66.7%	0.0% 0.0%	2.9% 33.3%	1.0% 33.3%	2 2.3% 66.7%	0 0.0% 0.0%	1.5% 33.3%	2.0% 66.7%	0.0%	3 1.6% 100.0%	2.3% 33.3%	4.5% 33.3%	0.0% 0.0% 0.0%	
]. Peterman	E ORDE	2 1.0%	2.2% 100.0%	0 80.0% 80.0	2 3 1.4% 3 100.0%	0.0% 0.0%	1.7% 50.0%	1.4% 50.0%	0.0% 0.0%	1.0% 50.0%	1.2% 50.0%	0.0% 0.0% 0.0%	1.5% 50.0%	0.0% 0.0%	7.19 50.09	1.09 100.09	2.3% 50.0%	4.59 50.09	0.0% 6 0.0% 6 0.0%	2.7% 100.0%
Paul Frederick	70	1.0% 100%	2.2% 100.0%			0.0% 0.0% 0.0%		0 0.0%	2.9% 50.0%	1.0% 50.0%	1,2% 50,0%	0.0% 0.0% 0.0%		1.0% 50.0%		1.09 1.09 100.09	2.3% 50.0%			
Brooks Brothers		0.5% 100%	1.1% 100.0%	0 20.0 20.0	0 %0.0% %0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 90.0% 0.0%	2.9% 100.0%	1.0% 1.0% 100.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	1.0% 100.0%		0.59 100.09	0.0% 0.0% 0.0%			1.4%
Johnston & Murphy	,	0.5% 100%	1.1% 100.0%	0 0.0% 0.0	1 6 0.79 6 100.09	0 80.0% 0.0%	0 %0.0 %0.0	1 1.4% 100.0%	0 9.0% 0.0%	0 0.0% 0.0%	1.29 1.00.09	0 %0.0% %0.0	1 1.5% 100.0%	0.09 0.09	0.09 0.09	0.59 6 100.09	1 6 2.3% 6 100.0%	4.59 100.09	1 6 2.3% 6 100.0%	1.4% 100.0%
Net - Music		37 19.4% 100%	18 19.6% 48.6%	19 19.29 51.49	31 6 21.19 6 83.89	9 32.1% 32.3%	10 17.2% 27.0%	15 3 21.7% 40.5%	3 8.69 8.19	22 3 21.0% 3 59.5%	15 17.4% 40.5%	3 23.19 8.19	15 22.7% 40.5%	16.39 43.29	3 3 4 21.49 8.19	37 6 19.49 6 100.09	12 6 27.9% 6 32.4%	11 50.09 29.79	14 6 31.8% 6 37.8%	14 3 19.2% 37.8%
Columbia House		24 12.6% 100%	10 10.9% 41.7%	14 14.19 58.39	20 6 13.69 6 83.39	4 6 14.39 6 16.79	8 13.89 33.39	9 313.0% 37.5%	3 8.69 3 12.59	14 3 13.3% 58.3%	`10 3 11.6% 41.7%	7.7% 4.2%	10 5 15.2% 5 41.7%	10 10.29 41.79	3 6 21.49 6 12.59	24 6 12.69 6 100.09	8 6 18.6% 6 33.3%	36.49 33.39	10 6 22.7% 6 41.7%	6 8.2% 25.0%
NFO #37102-010101	L]	NFC) Re	sear	ch l	Inc.							

Q7D. Which of the following catalogs do you purchase from regularly, at least once per year? Base: Have purchased products through catalogs (Q.7A Code 1)

		GENE	DER			AGE			INCO	ME		MARITAL	STATUS	5 	C/	ATALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34 =====	35-44 	45-54 =====	55-65 	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	/ CATLOG SHOPRS ======	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
Total	191 100% 100%	92 100.0% 48.2%	99 100.0% 51.8%	147 100.0% 77.0%	28 100.0% 14.7%	58 100.0% 30.4%	69 100.0% 36.1%	35 100.0% 18.3%	105 100.0% 55.0%	86 100.0% 45.0%	13 100.0% 6.8%	66 100.0% 34.6%	98 100.0% 51.3%	14 100.0% 7.3%	191 100.0% 100.0%	43 100.0% 22.5%	100.0% 11.5%	44 100.0% 23.0%	73 100.0% 38.2%
ВМС	18 9.4% 100%	11 12.0% 61.1%	7 7.1% 38.9%	16 10.9%	7 25.0% 38.9%	4 6.9% 22.2%	7 10.1% 38.9%	0.0% 0.0%	12 11.4% 66.7%	6	2 15.4% 11.1%	7 10.6% 38.9%	9 9.2% 50.0%	0.0%	18 9.4% 100.0%	5 11.6%	18.2% 22.2%	5 11.4%	9 12.3%
Net - Home	34 17.8% 100%	18 19.6% 52.9%	16 16.2% 47.1%	27 18.4% 79.4%	7 25.0% 20.6%	10 17.2% 29.4%	11 15.9% 32.4%	6 17.1% 17.6%	13 12.4% 38.2%	21 24.4% 61.8%	6 46.2% 17.6%	14 21.2% 41.2%	12 12.2% 35.3%	2 14.3% 5.9%	34 17.8% 100.0%	16 37.2% 47.1%	12 54.5% 35.3%	16 36.4% 47.1%	17 23.3% 50.0%
Crate & Barrel	19 9.9% 100%	11 12.0% 57.9%	8 8.1% 42.1%	16 10.9% 84.2%	3 10.7% 15.8%	7 12.1% 36.8%	6 8.7% 31.6%	8.6% 15.8%	7 6.7% 36.8%	12 14.0% 63.2%	7.7% 5.3%	10 15.2% 52.6%	7 7.1% 36.8%	7.1% 5.3%	19 9.9% 100.0%	11 25.6% 57.9%	10 45.5% 52.6%	9 20.5% 47.4%	11 15.1% 57.9%
Pottery Barn	14 7.3% 100%	8 8.7% 57.1%	6.1% 42.9%	10 6.8% 71.4%	4 14.3% 28.6%	5 8.6% 35.7%	2.9% 14.3%	8.6% 21.4%	4 3.8% 28.6%	10 11.6% 71.4%	2 15.4% 14.3%	9.1% 42.9%	5.1% 35.7%	7.1% 7.1% 7.1%	14 7.3% 100.0%	8 18.6% 57.1%	8 36.4% 57.1%	7 15.9% 50.0%	11.0% 57.1%
Damark	11. 5.8% 100%	8 8.7% 72.7%	3.0% 27.3%	6.1% 81.8%	7.1% 18.2%	3.4% 18.2%	7.2% 45.5%	5.7% 18.2%	3.8% 36.4%	7 8.1% 63.6%	3 23.1% 27.3%	4.5% 27.3%	5.1% 45.5%	0 0.0% 0.0%	11 5.8% 100.0%	7 16.3% 63.6%	4 18.2% 36.4%	11.4% 45.5%	7 9.6% 63.6%
Hold Everything	6 3.1% 100%	4 4.3% 66.7%	2.0% 33.3%	4 2.7% 66.7%	0 0.0% 0.0%	1.7% 16.7%	3 4.3% 50.0%	5.7% 33.3%	1.9% 33.3%	4 4.7% 66.7%	0.0% 0.0%	3.0% 33.3%	2.0% 33.3%	2 14.3% 33.3%	3.1% 100.0%	7.0% 50.0%	3 13.6% 50.0%	9.1% 66.7%	4.1% 50.0%
Gumps	1.0% 100%	0.0% 0.0%	2.0% 100.0%	1.4% 100.0%	0.0% 0.0% 0.0%	3.4% 100.0%	0.0% 0.0% 0.0%	0 0.0% 0.0%	1.0% 50.0%	1.2% 50.0%	7.7% 50.0%	1.5% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1.0% 100.0%	1 2.3% 50.0%	0 0.0% 0.0%	4.5% 100.0%	
Net <u>- Entertaining/</u> Accessories	31 16.2% 100%	16 17.4% 51.6%	15 15.2% 48.4%	23 15.6% 74.2%	3 10.7% 9.7%	9 15.5% 29.0%	11 15.9% 35.5%	8 22.9% 25.8%	10 9.5% 32.3%	21 24.4% 67.7%	3 23.1% 9.7%	12 18.2% 38.7%	14 14.3% 45.2%	14.3% 6.5%	31 16.2% 100.0%	14 32.6% 45.2%	10 45.5% 32.3%	16 36.4% 51.6%	15 20.5% 48.4%
Williams-Sonoma	25 13.1% 100%	14 15.2% 56.0%	11 11.1% 44.0%	19 12.9% 76.0%	3 10.7% 12.0%	7 12.1% 28.0%	9 13.0% 36.0%	6 17.1% 24.0%	9 8.6% 36.0%	16 18.6% 64.0%	3 23.1% 12.0%	11 16.7% 44.0%	9 9.2% 36.0%	14.3% 8.0%	25 13.1% 100.0%	11 25.6% 44.0%	8 36.4% 32.0%	14 31.8% 56.0%	14 19.2% 56.0%
Ross Simons	8 4.2% 100%	4 4.3% 50.0%		6 4.1% 75.0%	0.0% 0.0% 0.0%	5.2% 37.5%	4.3% 37.5%	5.7% 25.0%	1.9% 25.0%	7.0% 75.0%	0.0% 0.0%	3 4.5% 37.5%	5.1% 62.5%	0.0% 0.0%	4.2% 100.0%	11.6% 62.5%	5 22.7% 62.5%	3 6.8% 37.5%	
Horchow	3 1.6% 100%	2.2% 66.7%	1.0% 33.3%	2 1.4% 66.7%	0 0.0% 0.0%	1.7% 33.3%	1 1.4% 33.3%	2.9% 33.3%	1.0% 33.3%	2 2.3% 66.7%	0 0.0% 0.0%	1.5% 33.3%	1.0% 33.3%	7.1% 33.3%	1.6% 100.0%	4.7% 66.7%	4.5% 33.3%	2 4.5% 66.7%	1 1.4% 33.3%
Net ~ Toys	25 13.1% 100%	19 20.7% 76.0%	6.1% 24.0%	14 9.5% 56.0%	3 10.7% 12.0%	6.9% 16.0%	8 11.6% 32.0%	10 28.6% 40.0%	12 11.4% 48.0%	13 15.1% 52.0%	7.7% 4.0%	4 6.1% 16.0%	17 17.3% 68.0%	3 21.4% 12.0%	25 13.1% 100.0%	12 27.9% 48.0%	11 50.0% 44.0%	12 3 27.3% 48.0%	12 16.4% 48.0%
The Sharper Image	15 7.9% 100%	11 12.0% 73.3%	4 4.0% 26.7%	8 5.4% 53.3%	3.6% 6.7%	5.2% 20.0%	7.2% 33.3%	6 17.1% 40.0%	5 4.8% 33.3%	10 11.6% 66.7%	0 0.0% 0.0%	3.0% 13.3%	10 10.2% 66.7%	3 21.4% 20.0%	15 7.9% 100.0%	18.6% 53.3%	36.4% 53.3%	7 5 15.9% 5 46.7%	7 9.6% 46.7%
Hammacher Schlemmer	7 3.7% 100%	5 5.4% 71.4%	2.0% 28.6%	4 2.7% 57.1%	0 0.0% 0.0%	1.7% 14.3%	3 4.3% 42.9%	3 8.6% 42.9%	4 3.8% 57.1%	3 3.5% 42.9%	0 0.0% 0.0%	1.5% 14.3%	5.1% 71.4%	7.1% 14.3%	7 3.7% 100.0%	9.3% 57.1%	18.2% 57.1%	3 6.8% 42.9%	3 4.1% 42.9%
NFO #37102-010101							1	VFO	Re	sear	ch I	nc.							

Q7D. Which of the following catalogs do you purchase from regularly, at least once per year? Base: Have purchased products through catalogs (Q.7A Code 1)

and a second sec	•	GENI	DER		,	AGE			INCO	ME.		MARITAL	STATUS		C	TALOG I			
	TOTAL	MEN	WOMEN	30-54	25-34	35-44 =====	45-54 =====	55-65 =====	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	SEP/	CATLOG	SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
Total	191 100% 100%	92 100.0% 48.2%	99 100.0% 51.8%	147 100.0% 77.0%	28 100.0% 14.7%	58 100.0% 30.4%	69 100.0% 36.1%	35 100.0% 18.3%	105 100.0% 55.0%	86 100.0% 45.0%	13 100.0% 6.8%	66 100.0% 34.6%	98 100.0% 51.3%	14 100.0% 7.3%	191 100.0% 100.0%	43 100.0% 22.5%	22 100.0% 11.5%	44 100.0% 23.0%	73 100.0% 38.2%
Brookstone	7 3.7% 100%	5 5.4%	2 2.0%	3	1	1.7% 14.3%	2.9% 28.6%	3	2 1.9%	5	0.0% 0.0% 0.0%	3	4 4.1% 57.1%	0.0% 0.0%	3.7% 100.0%	11.6% 71.4%)	4	1.4%
Levenger	6 3.1% 100%		2.0% 33.3%	4 2.7% 66.7%	3.6% 16.7%	0 %0.0 %0.0	3 4.3% 50.0%	5.7% 33.3%	4 3.8% 66.7%	2 2.3% 33.3%	7.7% 16.7%	1.5% 16.7%	3.1% 50.0%		3.1% 100.0%				4.1% 50.0%
Frontgate	2 1.0% 100%		1.0% 50.0%	2 3 1.4% 3 100.0%	3.6% 50.0%	0 0.0% 0.0%	1.4% 50.0%	0 0.0% 0.0%	1.9% 100.0%	0 0.0% 0.0%	0.0% 0.0%	1.5% 50.0%	1.0% 50.0%	0 0.0% 0.0%	1.0% 1.0% 100.0%		4.5% 50.0%	4.5% 100.0%	1.4%
Net - Food/Wine	11 5.89 1009				1 3.6% 9.1%	3 5.2% 27.3%	4 5.8% 36.4%	8.6% 27.3%	4.8% 45.5%	7.0% 54.5%	0 0.0% 0.0%	7 10.6% 63.6%	3.1% 27.3%	$\begin{array}{c} 1 \\ 7.1\% \\ 9.1\% \end{array}$	11 5 5.8% 5 100.0%	7 16.3% 63.6%	7 31.8% 63.6%		
Omaha Steaks	6 3.19 1009	4 4 . 39 6 6 . 79	2 3 2.09 3 33.39	5 6 3.49 6 83.39	3.6% 3.6% 16.7%	2 3.4% 33.3%	2.9% 33.3%	2.9% 16.7%	2 1.9% 33.3%	4 4.7% 66.7%	0.0% 0.0%	6.1% 66.7%	2.0% 33.3%	0 %0.0 %0.0	6 3.1% 3.100.0%	6 3 14.0% 3 100.0%	6 27.3% 100.0%	4.5% 6 33.3%	3 4.1% 50.0%
Wine Enthusiast	5 2.69 1009	2 6 2.29 6 40.09	3 6 3.09 6 60.09	3 6 2.09 6 60.09	0 6 0.0% 6 0.0%	0 %0.0% %0.0%	3 4.3% 60.0%	2 5.7% 40.0%	2 1.9% 40.0%	3 3.5% 60.0%	0 0.0% 0.0%	3 4.5% 60.0%	1.0% 20.0%	7.1% 20.0%	5 6 2.69 6 100.09	2 4 4.7% 4 40.0%	2 6 9.19 6 40.09	4 6 9.1% 6 80.0%	2 2 . 7% 40 . 0%
Balduccis	1.09 1009	0 6 0.09 6 0.09	2 6 2.09 6 100.09	2 % 1.49 % 100.09	0 6 0.0% 6 0.0%	1.7% 50.0%	1.4% 50.0%	0 0.09 0.09	1.99 6 100.09	0 %0.0% %0.0%	0 80.0 80.0	1 5 1.5% 5 50.0%	1.0% 50.0%		6 1.09 6 100.09		6 4.59 6 50.09		1 6 1.4% 6 50.0%
Dean & Deluca	1.0 100	0.05 6 0.05 6 0.05	2 2 .00 6 100.00	% 1.49 % 100.09	0 6 0.0% 6 0.0%	1.7% 50.0%	1 1.49 50.09	0.09 6 0.09	2 6 1.99 6 100.09	0 0.09 0.09	0 0.09 0.09	1.5% 50.0%	1.0% 50.0%	0.09	6 1.09 6 100.09	1 6 2.39 6 50.09	4.59 6 50.09	% 2.39 % 50.09	1.4% 50.0%
Net - Adventure/Tra	4.2	% 4.3°	4 % 4.0 % 50.0	7 % 4.8 % 87.5	1 % 3.6% % 12.5%	1.7% 12.5%	6 8.79 5 75.09	0.09 6 0.09 6 0.09	3 6 2.9% 6 37.59	5 6 5.89 6 62.59	0 6 0.09 6 0.09	3 6 4.5% 6 37.5%	4.1% 50.0%	7.15 12.55	8 4 . 29 * 100 . 09		4 18.29 8 50.09	% 9.19 % 50.09	1 6 1.4% 6 12.5%
Autosport	CONFIDENTIAL: UNDER PROTECTIVE O	% 2.2 % 100.0	0.0 % 0.0 % 0.0	% 0.7	1 % 3.6% % 50.0%	0 20.0 20.0		0.09 6 0.09	0.09 6 0.09 6 0.09	6 2.39 6 100.09	6 0.09 6 0.09	1 6 1.59 6 50.09	1.0% 50.0%	0.09 0.09	% 1.0 % 100.0	% 2.39 % 50.09	% 4.55 % 50.05	% 2.3% % 50.0%	
Patagonia	PROTEIN 1.0	% 1.1 % 50.0	. 1.0 % 1.0 % 50.0	2 0% 1.4 0% 100.0	0 % 0.0% % 0.0%	1.79 50.09	1 6 1.49 6 50.09	0.09 % 0.09	% 1.0 % 50.0	6 1.29 6 50.09	0.09 6 0.09	1.59 6 1.59 6 50.09	1.09 6 50.09	0.09 6 0.09	% 1.0 % 100.0	% 4.79 % 100.09	% 9.1 % 100.0		% 0.0% % 0.0%
Travelsmith	OTIVE 0	0.0 % 0.0	2.0 % 2.0 % 100.0	2)% 1.4)% 100.0	0 80.0 % 80.0 %	0 6 0.09 6 0.09	2.9 6 100.0	0.0 % 0.0 % 0.0	% 1.9	0.0 % 0.0 % 0.0	% 0.0	¥ 0.09	1.09 6 50.09	1 6 7.1 6 50.0		% 2.39 % 50.09	% 4.5 % 50.0	. 1 % 2.39 % 50.09	% 0.0%
Dooney & Bourke	ORDER 0.5	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	L (1% 0.0 3% 0.0	0.7	. 0 % 0.0% % 0.0%	1.7% 6 100.09	0.0 6 0.0	% 0.0	% 0.0 % 0.0	% 1.2 % 100.0	% 0.0 % 0.0	% 1.55 % 100.09	6 0.09 6 0.09	6 0.0 6 0.0	% 0.5 % 100.0	% 2.3 % 100.0	% 4.5 % 100.0	% 0.0 % 0.0	% 0.0%
Travelers	0	L () :)% 1.0	1 0% 0.7 0% 100.0	L 0 7% 0.09 0% 0.09	0.09 6 0.09	X 1.4 % 100.0	0.0 % 0.0 % 0.0	0.0 % 0.0 % 0.0	% 100.0	. 0 % 0.0 % 0.0	% 1.55 % 100.0	0.09 8 0.09	0.0 6 0.0	96 0.5 96 100.0	. 0 % 0.0 % 0.0	0.0 % 0.0 % 0.0) 1 0% 2.3 0% 100.0	0.0% % 0.0%

Q7D. Which of the following catalogs do you purchase from regularly, at least once per year? Base: Have purchased products through catalogs (Q.7A Code 1)

		GENI	DER			AGE			INCO	ME		MARITAL	STATUS		C	ATALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34 =====	35-44 ======	45-54	55-65 =====	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	/ CATLOG SHOPRS	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
Total	191 100% 100%	92 100.0% 48.2%	99 100.0% 51.8%	147 100.0% 77.0%	28 100.0% 14.7%	58 100.0% 30.4%	69 100.0% 36.1%	35 100.0% 18.3%	105 100.0% 55.0%	86 100.0% 45.0%	13 100.0% 6.8%	66 100.0% 34.6%	98 100.0% 51.3%	14 100.0% 7.3%	191 100.0% 100.0%	43 100.0% 22.5%	22 100.0% 11.5%	44 100.0% 23.0%	73 100.0% 38.2%
Field Trips	0.5% 100%	$1.1\% \\ 100.0\%$	0 0.0% 0.0%	0.7% 100.0%	0.0% 0.0%	0.0% 0.0% 0.0%	1.4% 100.0%	0.0% 0.0% 0.0%	0.0% 0.0%	1.2% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1.0% 100.0%	0 0.0% 0.0%	0.5% 100.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 0.0% 0.0%	
Net = Sports/Gaming	7 3.7% 100%	7.6% 100.0%	0.0% 0.0%	6 4.1% 85.7%	7.1% 28.6%	0.0% 0.0%	7.2% 71.4%	0.0% 0.0%	1.9% 28.6%	5.8% 71.4%	0.0% 0.0%	3.0% 28.6%	4 4.1% 57.1%	7.1% 14.3%	7 3.7% 100.0%	4.7% 28.6%	9.1% 28.6%	6.8% 42.9%	
Austed	1.0% 100%	2.2% 100.0%	0.0% 0.0%	1.4% 100.0%	0.0% 0.0%	0.0% 0.0%	2.9% 100.0%	0.0% 0.0%	1.0% 50.0%			0.0% 0.0%	2.0% 100.0%	0.0% 0.0%	1.0% 100.0%	2.3% 50.0%	1 4.5% 50.0%	4.5% 100.0%	2.7% 100.0%
Overton	1.0% 100%	2.2% 100.0%	0.0% 0.0% 0.0%	1.4% 100.0%	0.0% 0.0%	0 0.0% 0.0%	2.9% 100.0%	0.0% 0.0%	0 %0.0% %0.0	2.3% 100.0%	0.0% 0.0%	1.5% 50.0%	0.0% 0.0%	7.1% 50.0%	1.0% 100.0%	2.3% 50.0%	4.5% 50.0%	2.3% 50.0%	2.7% 100.0%
The Sportsman's Guide		2.2% 100.0%	0.0% 0.0% 0.0%	0.7% 50.0%	7.1% 100.0%	0 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	1.0% 50.0%	1.2% 50.0%	0.0% 0.0%	1.5% 50.0%	1.0% 50.0%	0 0.0% 0.0%	1.0% 100.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	1.4% 50.0%
Sports Preferred Living	0.5%	1.1% 100.0%	0.0% 0.0%	0.7% 100.0%	0.0% 0.0%		1 . 4% 100 . 0%	0.0% 0.0%	0.0% 0.0%	1.2% 100.0%	0.0% 0.0% 0.0%	0.0% 0.0%	1.0% 100.0%	0.0% 0.0%	0.5% 100.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 0.0% 0.0%	
Net - Tobacco	1.0% 100%	0.0% 0.0% 0.0%	2.0% 100.0%	0.7% 50.0%	3.6% 50.0%	0 %0.0 %0.0	0.0% 0.0% 0.0%	2.9% 50.0%	0 %0.0 %0.0	2.3% 100.0%	0 %0.0 %0.0	1.5% 50.0%	1.0% 50.0%	0.0% 0.0%	1.0% 100.0%	2.3% 50.0%	4.5% 50.0%		
J. R. Tobacco	0.5% 100%	0.0% 0.0%	1.0% 100.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0 %0.0% %0.0	0.0% 0.0%	2.9% 100.0%	0 %0.0% %0.0	1.2% 100.0%	0 %0.0% %0.0	0.0% 0.0%	$^{1.0\%}_{100.0\%}$	0.0% 0.0%	0.5% 100.0%	2.3% 100.0%	4.5% 100.0%	2.3% 100.0%	0 0.0% 0.0%
Thompson's	0.5% 100%	0.0% 0.0% 0.0%	1.0% 100.0%			0 %0.0% %0.0	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 80.0%	1.2% 100.0%	0 0.0% 0.0%	1.5% 100.0%	0.0% 0.0%		0.5% 100.0%		0.0% 0.0%	0.0% 0.0%	1 1.4% 100.0%
Other	106 55.5% 100%	46 50.0% 43.4%	60 60.6% 56.6%	80.2%	13.2%	38 65 . 5% 35 . 8%			56.6%	46 53.5% 43.4%		39 59.1% 36.8%	53 54.1% 50.0%	57.1% 7.5%	106 55.5% 100.0%	23 53.5% 21.7%	11 50.0% 10.4%		36 49.3% 34.0%
No answer	25 13.1% 100%	14 15.2% 56.0%	11 11.1% 44.0%	20 13.6% 80.0%	10.7% 12.0%	6 10.3% 24.0%	11 15.9% 44.0%	5 14.3% 20.0%	15 14.3% 60.0%	10 11.6% 40.0%	0.0% 0.0% 0.0%	8 12.1% 32.0%	15 15.3% 60.0%	14.3% 8.0%	25 13.1% 100.0%	1 2.3% 4.0%	0 0.0% 0.0%		

NEO #37102-010101

CIGAR NON-SMOKER STUDY

Q. Demographics

BASE: Total Respondents

•		GEND	ER			AGE			INCO	ME		MARITAL	. STATUS	5	C	ATALOG I	NFO		
	TOTAL		WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
TOTAL			104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%								103	10	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
GEOGRAPHIC DIVISIONS														:	-		•	2	2
NEW ENGLAND	8 3.9% 100%	4 3.9% 50.0%	4 3.8% 50.0%			6.5% 50.0%	2 . 7% 25 . 0%	0 0.0% 0.0%	4.5% 62.5%				1.9% 25.0%	6.7% 12.5%		9.3% 50.0%		37.5%	25.0%
MIDDLE ATLANTIC	35 17.0% 100%	15 14.7% 42.9%	20 19.2% 57.1%	28 17.8% 80.0%	5 17.2% 14.3%	12 19.4% 34.3%	12 16.0% 34.3%	6 15.4% 17.1%	19 17.3% 54.3%	16 16.7% 45.7%	2 14.3% 5.7%	10 13.5% 28.6%	16 15.5% 45.7%	7 46.7% 20.0%	34 17.8% 97.1%	7 16.3% 20.0%	4 18.2% 11.4%	13 27.7% 37.1%	13 16.0% 37.1%
EAST NORTH CENTRAL	48 23.3% 100%	26 25.5% 54.2%	22 21.2% 45.8%	33 21.0% 68.8%	6 20.7% 12.5%	13 21.0% 27.1%	15 20.0% 31.3%	13 33.3% 27.1%	25 22.7% 52.1%	23 24.0% 47.9%	3 21.4% 6.3%	16 21.6% 33.3%	27 26.2% 56.3%	13.3% 4.2%	47 24.6% 97.9%	9 20.9% 18.8%	18.2% 8.3%	9 19.1% 18.8%	19 23.5% 39.6%
WEST NORTH CENTRAL	8 3.9% 100%	3 2.9% 37.5%	5 4.8% 62.5%	8 5.1% 100.0%			4 5.3% 50.0%		6 5.5% 75. 0%	2.1% 25.0%	7.1% 12.5%	2.7% 25.0%	4.9% 62.5%		7 3.7% 87.5%	2.3% 12.5%	0 0.0% 0.0%		
SOUTH ATLANTIC	43 20.9% 100%	24 23.5% 55.8%	19 18.3% 44.2%	34 21.7% 79.1%	5 17.2% 11.6%	14 22.6% 32.6%	16 21.3% 37.2%	20.5% 18.6%	25 22.7% 58.1%	18 18.8% 41.9%	28.6% 9.3%	12 16.2% 27.9%	25 24.3% 58.1%	13.3% 4.7%	39 3 20.4% 3 90.7%	7 16.3% 16.3%	13.6% 7.0%		
EAST SOUTH CENTRAL	5 2.4% 100%	2 2.0% 40.0%	2.9% 60.0%	3 1.9% 60.0%		0.0% 0.0%	4.0% 60.0%	2 5.1% 40.0%	3.6% 80.0%	1.0% 20.0%		1.4% 20.0%	3.9% 80.0%	0.0%	5 2.6% 100.0%	0.0% 0.0%			0.0% 0.0%
WEST SOUTH CENTRAL	20 9.7% 100%	9 8.8% 45.0%			3 3 10.3% 4 15.0%			2.6% 5.0%			7.19 5.09				17 8.9% 85.0%	6 3 14.0% 3 30.0%	3 13.6% 15.0%		25.0%
MOUNTAIN	8 3.9% 100%			2 4 1.39 4 25.09			0 0.0%		3 2.7% 37.5%	\$ 5.2% 62.5%	0 80.0 80.0	3 4.19 37.59	3.9% 50.0%	1 6.79 6 12.59	7 6 3.79 6 87.59	1 6 2.3% 6 12.5%	1 4.5% 12.5%		
CONFIDENTIAL UNDER PROTE	31 15.0% 100%		17 4 16.39 5 54.89	24 6 15.39 6 77.49	7 6 24.19 6 22.69	5 6 8.1% 6 16.1%	15 5 20.09 5 48.49	4 3 10.39 3 12.99	15 3 13.69 6 48.49	16 5 16.7% 5 51.69	2 6 14.39 6 6.59	14 4 18.99 4 45.29	13 12.69 41.99	2 6 13.39 6 6.59	28 6 14.79 6 90.39	8 6 18.6% 6 25.8%	4 3 18.29 3 12.99	10 6 21.3% 6 32.3%	17 6 21.0% 6 54.8%

Q. Demographics

		GENE	DER			AGE			INCO	ME		MARITAI	STATUS	Š	C	ATALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED	NO	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
TOTAL	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92. 7 %	43 100.0% 20.9%	100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
MARKET SIZE																			
RURAL & CMSA OR MSA UNDER 100,000	19 9.2% 100%	7.8% 42.1%	11 10.6% 57.9%	15 9.6% 78.9%	3 10.3% 15.8%	4.8% 15.8%	9 12.0% 47.4%	10.3% 21.1%	13 11.8% 68.4%	6.3% 31.6%	7.1% 5.3%	7 9.5% 36.8%	9 8.7% 47.4%	13.3% 10.5%	18 9.4% 94.7%	7.0% 15.8%	1 4.5% 5.3%	1 2.1% 5.3%	6.2% 26.3%
CMSA'S OR MSA'S																			
100,000 - 499,999	23 11.2% 100%	12 11.8% 52.2%	11 10.6% 47.8%	17 10.8% 73.9%	13.8% 17.4%	7 11.3% 30.4%	6 8.0% 26.1%	6 15.4% 26.1%	13 11.8% 56.5%	10 10.4% 43.5%	2 14.3% 8.7%	7 9.5% 30.4%	14 13.6% 60.9%	0 0.0% 0.0%	22 11.5% 95.7%	8 18.6% 34.8%	3 13.6% 13.0%	3 6.4% 13.0%	11 13.6% 47.8%
500,000 - 1,999,999	45 21.8% 100%	20 19.6% 44.4%	25 24.0% 55.6%	33 21.0% 73.3%	6 20.7% 13.3%	15 24.2% 33.3%	15 20.0% 33.3%	20.5% 17.8%	25 22.7% 55.6%	20 20.8% 44.4%	28.6% 8.9%	14 18.9% 31.1%	25 24.3% 55.6%	2 13.3% 4.4%	42 22.0% 93.3%	7 16.3% 15.6%	9.1% 4.4%	13 27.7% 28.9%	13 16.0% 28.9%
2,000,000 OR MORE	119 57.8% 100%		57 54.8% 47.9%	92 58.6% 77.3%	16 55.2% 13.4%	37 59.7% 31.1%	45 60.0% 37.8%	21 53.8% 17.6%	59 53.6% 49.6%	60 62.5% 50.4%	7 50.0% 5.9%	46 62.2% 38.7%	55 53.4% 46.2%	11 73.3% 9.2%	109 57.1% 91.6%	25 58.1% 21.0%	16 72.7% 13.4%	30 63.8% 25.2%	52 64.2% 43.7%

CAM 000904

Q. Demographics

		GEN	DER			AGE			INCO	ME		MARITAL	STATUS	5	CA	ATALOG 1	NFO		
	TOTAL	MEN		30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
TOTAL	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% ·18.9%	110 100.0%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
HOUSEHOLD INCOME																	_		10
\$75,000 - \$84,999	56 27.2% 100%			48 30.6% 85.7%	8 27.6% 14.3%	20 32.3% 35.7%	21 28.0% 37.5%	7 17.9% 12.5%	56 50.9% 100.0%	0 0.0% 0.0%		21 28.4% 37.5%	25 24.3% 44.6%	7 46.7% 12.5%	51 26.7% 91.1%		13.6% 5.4%		
\$85,000 - \$99,999	54 26.2% 100%	25 24.5%	29 27.9%	44 28.0%	8 27.6% 14.8%	17 27.4% 31.5%	21	8	54 49.1% 100.0%	0	4 28.6% 7.4%	19 25.7% 35.2%	28 27.2% 51.9%	3 20.0% 5.6%	54 28.3% 100.0%	9 20.9% 16.7%	9.1% 3.7%	11 23.4% 20.4%	
\$100,000 - \$124,999	47 22.8% 100%	26 25.5%	21 3 20.2%	35 22.3%	8 27.6%	11 17.7%		7 17.9% 14.9%	0 0.0% 0.0%	47 49.0% 100.0%	3 21.4% 6.4%	18 24.3% 38.3%	22 21.4% 46.8%	26.7% 8.5%	43 22.5% 91.5%	10 23.3% 21.3%	8 36.4% 17.0%	9 19.19 19.19	20 6 24.7% 6 42.6%
\$125,000 - \$149,999	16 7.8% 100%	9 8.89	7 6 6.7%	11 7.0%	3 10.3%	7 11.3%	2 2.7%	10.3% 25.0%	0 0.0% 0.0%	16 16.7% 100.0%	7.19 6.39	6 8 . 1% 37 . 5%	9 8.7% 56.3%	0 80.00 80.00	15 7.9% 93.8%	5 3 11.6% 3 31.3%	3 13.69 18.89		
\$150,000 - \$174,999	9 4.4% 100%		5 6 4.89 6 55.69	5 3.2% 3.55.6%	1 3 3.4% 3 11.1%	3 4.8% 33.3%	2 3 2.792 3 22.293	3 7.7% 33.3%	0 0.0%	9 3 9.4% 3 100.0%	0.09	4 6 5.49 6 44.49	4 3.9% 44.4%	6.79 6.11.19	9 4 . 7 % 3 100 . 0%	4 6 9.3% 6 44.4%		3 6 6.49 6 33.39	6 4.9%
\$175,000 AND OVER	24 11.79 1009		12 6 11.59 6 50.09	14 6 8.9% 6 58.3%		4 6.5% 6.7%	9 6 12.0% 6 37.5%	10 25.69 41.79	0 20.0 20.0	24 6 25.09 6 100.09	12.59	£ 25.09	6 62.59		6 79.29	6 33.39	12.59	6 58.39	% 12.3% % 41.7%
MEAN (IN THOUSANDS) STD DEV STD ERR	109.8 31.66 2.206	110.83 31.42 3.111	108.85 32.03 3.140	105.88 29.47 2.352	104.48 25.40 4.717	105.81 29.38 3.731	107.30 30.75 3.550	125.00 37.54 6.012	86.14 6.28 0.599	136.98 26.90 2.745	115.00 36.19 9.672	107.94 29.94 3.480	112.40 33.11 3.262	96.67 22.89 5.909	108.70 30.68 2.220	122.21 34.95 5.330	125.00 32.09 6.842	125.16 38.66 5.639	112.04 31.99 3.555

Q. Demographics

		GEN	DER			AGE			INCO	ME		MARITA	STATUS	5	C	ATALOG 3	NFO .		
	TOTAL	MEN	WOMEN	30-54	25-34 =====	35-44 	45-54 =====	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	SEP/	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	
TOTAL																		47 100.0% 22.8%	
HOUSEHOLD_SIZE																			
1 MEMBER	13 6.3% 100%		7 6.7% 53.8%		1 3.4% 7.7%	3.2% 15.4%	7 9.3% 53.8%	7.7% 23.1%	6 5.5% 46.2%	7 7.3% 53.8%	6 42.9% 46.2%	0 0.0% 0.0%			13 6.8% 100.0%	11.6% 38.5%		4 8.5% 30.8%	
2 MEMBERS	87 42.2% 100%	45 44.1% 51.7%	42 40.4% 48.3%		7 24.1% 8.0%	15 24.2% 17.2%	38 50.7% 43.7%	27 69.2% 31.0%	51 46.4% 58.6%	36 37.5% 41.4%	6 42.9% 6.9%	0 0.0% 0.0%	77 74.8% 88.5%	4 26.7% 4.6%	81 42.4% 93.1%	19 44.2% 21.8%	11 50.0% 12.6%	23 48.9% 26.4%	39 48.1% 44.8%
3 MEMBERS	40 19.4% 100%	17 16.7% 42.5%	23 22.1% 57.5%	34 21.7% 85.0%	6 20.7% 15.0%	13 21.0% 32.5%	16 21.3% 40.0%	10.3% 10.0%	21 19.1% 52.5%	19 19.8% 47.5%	14.3% 5.0%	19 25.7% 47.5%	17 16.5% 42.5%	13.3% 5.0%	37 19.4% 92.5%	7 16.3% 17.5%	18.2% 10.0%	10 21.3% 25.0%	12 14.8% 30.0%
4 MEMBERS	44 21.4% 100%	22 21.6% 50.0%		38 24.2% 86.4%	10 34.5% 22.7%	23 37.1% 52.3%	9 12.0% 20.5%	5.1% 4.5%	20 18.2% 45.5%	24 25.0% 54.5%	0 0.0% 0.0%	35 47.3% 79.5%	8 7.8% 18.2%	1 6.7% 2.3%	41 21.5% 93.2%	8 18.6% 18.2%		6 12.8% 13.6%	
5 OR MORE MEMBERS	22 10.7% 100%	12 11.8% 54.5%	10 9.6% 45.5%	17 10.8% 77.3%	5 17.2% 22.7%	9 14.5% 40.9%	6.7% 22.7%	7.7% 13.6%	12 10.9% 54.5%	10 10.4% 45.5%	0 0.0% 0.0%	20 27.0% 90.9%	1 1.0% 4.5%	1 6.7% 4.5%	19 9.9% 86.4%	9.3% 18.2%	3 13.6% 13.6%	8.5% 18.2%	10 12.3% 45.5%

CAM 000906

		GEND	FR			AGE			INCO	ME		MARITAL	STATUS		CA	TALOG I	NFO		
	TOTAL			30-54	25-34	35-44	45-54 =====	55-65	\$75K- \$99.9K	\$100K+		MARIED	MARIED NO KIDS	DIVRCE/ SEP/ WIDOW	CATLOG	HEAVY	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
TOTAL	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
MARITAL STATUS NOW MARRIED	177 85.9% 100%	90 88.2% 50.8%	87 83.7% 49.2%	135 86.0% 76.3%	22 75.9% 12.4%	58 93.5% 32.8%	63 84.0% 35.6%	33 84.6% 18.6%	93 84.5% 52.5%	84 87.5% 47.5%	0 0.0% 0.0%	74 100.0% 41.8%	103 100.0% 58.2%	0 0.0% 0.0%	164 85.9% 92.7%	36 83.7% 20.3%	19 86.4% 10.7%	38 80.9% 21.5%	69 85.2% 39.0%
NEVER MARRIED	14 6.8% 100%	5 4.9%	9 8.7%	12 7.6%	6 20,7%	3 4.8% 21.4%	4 5.3% 28.6%	2.6% 7.1%	7 6.4% 50.0%	7 7.3% 50.0%	14 100.0% 100.0%	0 0.0% 0.0%	0.0% 0.0%	0.0%	92.9%	9.3% 28.6%	9.1% 14.3%	8.5% 28.6%	7.4% 42.9%
DIVORCED, WIDOWED, SEPARATED	15 7.3% 100%	7 6.9% 46.7%	8 7.7% 53.3%			1 1.6% 6.7%	8 10.7% 53.3%	5 12.8% 33.3%	10 9.1% 66.7%	5.2% 33.3%	0 0.0% 0.0%	0.0% 0.0% 0.0%		15 100.0% 100.0%	14 7.3% 93.3%	7.0% 20.0%	4.5% 6.7%	10.6%	7.4% 40.0%

Q. Demographics

		GENI	DER			AGE			INC	OME		MARITA	. STATUS	5	C/	ATALOG 3	INFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45~54	55-65 =====	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO	DIVRCE, SEP/ WIDOW	CATLOG		HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
TOTAL	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
EEMALE EDUCATION		•																	
SOME HIGH SCHOOL	0.5% 100%	0.0% 0.0%	1.0% 100.0%	0.6% 100.0%	0.0% 0.0%	1.6% 100.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0 0.0% 0.0%	1.0% 100.0%	0.0% 0.0%	0 0.0% 0.0%	1.0% 100.0%	0 0.0% 0.0%	0.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1.2% 100.0%
GRADUATED HIGH SCHOOL	20 9.7% 100%	6 5.9% 30.0%	14 13.5% 70.0%	11 7.0% 55.0%	6 20.7% 30.0%	3.2% 10.0%	7 9.3% 35.0%	4 10.3% 20.0%	12 10.9% 60.0%	8 8.3% 40.0%	7.1% 5.0%	5 6.8% 25.0%	11 10.7% 55.0%	3 20.0% 15.0%	18 9.4% 90.0%	4.7% 10.0%	0 0.0% 0.0%	5 10.6% 25.0%	2.5% 10.0%
SOME COLLEGE - NO DEGREE	49 23.8% 100%	22 21.6% 44.9%	27 26.0% 55.1%	37 23.6% 75.5%	7 24.1% 14.3%	17 27.4% 34.7%	15 20.0% 30.6%	10 25.6% 20.4%	34 30.9% 69.4%	15 15.6% 30.6%	2 14.3% 4.1%	18 24.3% 36.7%	27 26.2% 55.1%	2 13.3% 4.1%	48 25.1% 98.0%	10 23.3% 20.4%	5 22.7% 10.2%	8 17.0% 16.3%	18 22.2% 36.7%
GRADUATED COLLEGE - ASSOCIATE'S DEGREE	15 7.3% 100%	6 5.9% 40.0%	9 8.7% 60.0%	9.6% 100.0%	6.9% 13.3%	9.7% 40.0%	7 9.3% 46.7%	0 0.0% %0.0	6 5.5% 40.0%	9 9.4% 60.0%	0.0% 0.0%	9 12.2% 60.0%	6 5.8% 40.0%	0 0.0% 0.0%	14 7.3% 93.3%	6 14.0% 40.0%	9.1% 13.3%	3 6.4% 20.0%	6.2% 33.3%
GRADUATED COLLEGE – BACHELOR'S DEGREE	59 28.6% 100%	29 28.4% 49.2%	30 28.8% 50.8%	46 29.3% 78.0%	6 20.7% 10.2%	20 32.3% 33.9%	21 28.0% 35.6%	12 30.8% 20.3%	30 27.3% 50.8%	29 30.2% 49.2%	3 21.4% 5.1%	24 32.4% 40.7%	30 29.1% 50.8%	2 13.3% 3.4%	52 27.2% 88.1%	12 27.9% 20.3%	7 31.8% 11.9%	17 36.2% 28.8%	25 30.9% 42.4%
POST GRADUATE DEGREE	50 24.3% 100%	29 28.4% 58.0%	21 20.2% 42.0%	38 24.2% 76.0%	6 20.7% 12.0%	15 24.2% 30.0%	19 25.3% 38.0%	10 25.6% 20.0%	22 20.0% 44.0%	28 29.2% 56.0%	3 21.4% 6.0%	17 23.0% 34.0%	27 26.2% 54.0%	3 20.0% 6.0%	47 24.6% 94.0%	12 27.9% 24.0%	8 36.4% 16.0%	12 25.5% 24.0%	24 29.6% 48.0%
NO ANSWER	1.0% 100%	0 0.0% 0.0%	1.9% 100.0%	0.6% 50.0%	3.4% 50.0%	0 0.0% 0.0%	0.0% 0.0%	2.6% 50.0%	0.9% 50.0%	1.0% 50.0%	0.0% 0.0%	1.4% 50.0%	1.0% 50.0%	0 0.0% 0.0%	1.0% 100.0%	2.3% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
NO FEMALE	10 4.9% 100%	10 9.8% 100.0%	0.0% %0.0	5.1% 80.0%	3.4% 10.0%	1.6% 10.0%	8.0% 60.0%	5.1% 20.0%	5 4.5% 50.0%	5 5.2% 50.0%	5 35.7% 50.0%	0 0.0% 0.0%	0.0% 0.0%	5 33.3% 50.0%	9 4.7% 90.0%	0.0% 0.0%	0 0.0% 0.0%	4.3% 20.0%	6 7.4% 60.0%

Q. Demographics

		GENE	ER			AGE			INCO	ME		MARITAL	STATUS		C/	ATALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+		MARIED	MARIED NO KIDS	DIVRCE/ SEP/ WIDOW	CATLOG SHOPRS	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
TOTAL	206 100% 100%	102 100.0% 49.5%		157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
MALE EDUCATION																		_	
SOME HIGH SCHOOL	3 1.5% 100%	1 1.0% 33.3%		0.6% 33.3%	2 6.9% 66.7%	1 1.6% 33.3%	0 0.0% 0.0%		0 0.0% 0.0%	3.1% 100.0%	0 0.0% 0.0%		1.0% 33.3%	0.0% 0.0% 0.0%	2 1.0% 66.7%				
GRADUATED HIGH SCHOOL	24 11.7% 100%	8 7.8% 33.3%		22 14.0% 91.7%	4 13.8% 16.7%	7 11.3% 29.2%	11 14.7% 45.8%	2 5.1% 8.3%	16 14.5% 66.7%	8 8.3% 33.3%	0 %0.0 %0.0	11 14.9% 45.8%	11 10.7% 45.8%	13.3% 8.3%	23 12.0% 95.8%	1 2.3% 4.2%		7 14.9% 29.2%	7.4% 25.0%
SOME COLLEGE - NO DEGRE	E 23 11.2% 100%	12 11.8% 52.2%	11 10.6% 47.8%	14 8.9% 60.9%		8 12.9% 34.8%	5 6.7% 21.7%	6 15.4% 26.1%	16 14.5% 69.6%	7 7.3% 30.4%	0 0.0% 0.0%	5 6.8% 21.7%	17 16.5% 73.9%	1 6.7% 4.3%	22 11.5% 95.7%	6 14.0% 26.1%	13.6% 13.0%	3 6.4% 13.0%	
GRADUATED COLLEGE - ASSOCIATE'S DEGREE	12 5 . 8% 100%			10 6.4% 83.3%	3 10.3% 25.0%	3 4.8% 25.0%	5.3% 33.3%	5.1% 16.7%	7 6.4% 58.3%		7.1% 8.3%	5 6.8% 41.7%	6 5.8% 50.0%	0 %0.0 %0.0					
GRADUATED COLLEGE - BACHELOR'S DEGREE	61 29.6% 100%		30 28.8% 49.2%	48 30.6% 78.7%	8 27.6% 13.1%	21 33.9% 34.4%	21 28.0% 34.4%	10 25.6% 16.4%	37 33.6% 60.7%	24 25.0% 39.3%	3 21.4% 4.9%	28 37.8% 45.9%	28 27.2% 45.9%	13.3% 3.3%	57 29.8% 93.4%	14 32.6% 23.0%	7 31.8% 11.5%	14 3 29.8% 23.0%	
POST GRADUATE DEGREE	69 33.5% 100%		27 3 26.0% 3 39.1%	52 33.1% 75.4%	13.8% 5.8%	19 30.6% 27.5%	30 40.0% 43.5%	16 41.0% 23.2%	26 23.6% 37.7%	43 44.8% 62.3%	3 21.4% 4.3%	23 31.1% 33.3%	39 37.9% 56.5%	26.7% 5.8%	63 33.0% 91.3%	13 30.2% 18.8%	10 45.5% 14.5%	18 38.3% 26.19	
NO MALE	14 6.8% 100%	0 0.09 0.09	14 3 13.5% 3 100.0%				5.3% 28.6%		8 7.39 57.19	6.3% 6.3% 42.9%	50.0% 50.0%						3 9.19 3 14.39		

Q. Demographics

		GEN	DER			AGE			INCO	ME		MARITA	L STATUS	5	C	ATALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
TOTAL	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46 .6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
FEMALE OCCUPATION																			
MANAGERIAL, PROFESSIONAL, EXECUTIVE	96 46.6% 100%	46 45.1% 47.9%		76 48.4% 79.2%	14 48.3% 14.6%	28 45.2% 29.2%	38 50.7% 39.6%	15 38.5% 15.6%	48 43.6% 50.0%	48 50.0% 50.0%	7 50.0% 7.3%	32 43.2% 33.3%	52 50.5% 54.2%	33.3% 5.2%	90 47 . 1% 93 . 8%	21 48.8% 21.9%	9 40.9% 9.4%	22 46.8% 22.9%	
TECHNICAL, SALES, ADMINISTRATIVE SUPPORT	40 19.4% 100%	14 13.7% 35.0%	26 25.0% 65.0%	31 19.7% 77.5%	6 20.7% 15.0%	14 22.6% 35.0%	12 16.0% 30.0%	8 20.5% 20.0%	28 25.5% 70.0%	12 12.5% 30.0%	7.1% 2.5%	15 20.3% 37.5%	23 22.3% 57.5%	6.7% 2.5%	38 19.9% 95.0%	6 14.0% 15.0%	9.1% 5.0%	5 10.6% 12.5%	15 18.5% 37.5%
SERVICE	7 3.4% 100%	3 2.9% 42.9%	3.8% 57.1%	6 3.8% 85.7%	3.4% 14.3%	1.6% 14.3%	5.3% 57.1%	1 2.6% 14.3%	6 5.5% 85.7%	1.0% 14.3%	0 0.0% 0.0%	5 6.8% 71.4%	2 1.9% 28.6%	0 0.0% 0.0%	7 3.7% 100.0%	3 7.0% 42.9%	3 13.6% 42.9%	3 6.4% 42.9%	4 4.9% 57.1%
OPERATOR, LABORER	0.5% 100%	1.0% 100.0%	0.0% 0.0%	0.6% 100.0%	0.0% 0.0%	0.0% 0.0%	1.3% 100.0%	0 0.0% 0.0%	0.9% 100.0%	0.0% 0.0% 0.0%	0 %0.0 %0.0	0 0.0% 0.0%	1.0% 100.0%	0 0.0% 0.0%	0.5% 100.0%	2.3% 100.0%	0 0.0% 0.0%		0 0.0% 0.0%
RETIRED, STUDENT, ARMED FORCES, OTHER - NO ANSWER	52 25.2% 100%	28 27.5% 53.8%	24 23.1% 46.2%	35 22.3% 67.3%	7 24.1% 13.5%	18 29.0% 34.6%	14 18.7% 26.9%	13 33.3% 25.0%	22 20.0% 42.3%	30 31.3% 57.7%	7.1% 1.9%	22 29.7% 42.3%	25 24.3% 48.1%	4 26.7% 7.7%	46 24.1% 88.5%	12 27.9% 23.1%	8 36.4% 15.4%	15 31.9% 28.8%	18 22.2% 34.6%
NO FEMALE	10 4.9% 100%	10 9.8% 100.0%	0 0.0% 0.0%	8 5.1% 80.0%	3.4% 10.0%	1.6% 10.0%	8.0% 8.0% 60.0%	5.1% 20.0%	5 4.5% 50.0%	5.2% 50.0%	5 35.7% 50.0%	0 0.0% 0.0%	0.0% 0.0%	33.3% 50.0%	9 4.7% 90.0%	0 0.0% 0.0%	0 0.0% 0.0%		6 7.4% 60.0%

Q. Demographics

·		GEND	ER			AGE			INCO	ME		MARITAL	STATUS		CA	TALOG I	NFO		
	TOTAL			30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED	MARIED NO KIDS	DIVRCE/ SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT		EVER SMOKED CIGARS
TOTAL		102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%			96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
MALE OCCUPATION MANAGERIAL PROFESSIONAL, EXECUTIVE	118 57.3% 100%	73 71.6% 61.9%	45 43.3% 38.1%	92 58.6% 78.0%	13 44.8% 11.0%	36 58.1% 30.5%	46 61.3% 39.0%	22 56.4% 18.6%	56 50.9% 47.5%	62 64.6% 52.5%				26.7% 3.4%	109 57.1% 92.4%	25 58.1% 21.2%	13 59.1% 11.0%	25 53.2% 21.2%	44.1%
TECHNICAL, SALES, ADMINISTRATIVE SUPPORT	27 13.1% 100%	9 8.8% 33.3%	18 17.3% 66.7%	25 15.9% 92.6%	5 17.2% 18.5%	11 17.7% 40.7%	11 14.7% 40.7%	0.0% 0.0% 0.0%	16 14.5% 59.3%	11 11.5% 40.7%	0 0.0% 0.0%	13 17.6% 48.1%	13 12.6% 48.1%	6.7% 3.7%	26 13.6% 96.3%	7.0% 11.1%	0.0% 0.0%	10.6% 18.5%	10 12.3% 37.0%
SERVICE	5 2.4% 100%		4 3.8% 80.0%	5 3.2% 100.0%	3.4% 20.0%	1 1.6% 20.0%	3 4.0% 60.0%	0.0% 0.0% 0.0%	4 3.6% 80.0%	1.0% 20.0%		1.4% 20.0%	3 2.9% 60.0%	6.7% 20.0%	2.1% 80.0%				20.0%
FARMING, FORESTRY, FISHING	1 0.5% 100%	0 0.0% 0.0%	1.0% 100.0%	0 0.0% 0.0%	3.4% 100.0%		0.0% 0.0%		0.0% 0.0%	1.0% 1.0%	0 80.0 80.0	1.4% 1.00.0%	0.0% 0.0%		0.0% 0.0%	0 %0.0% %0.0			
CRAFTSMAN, REPAIRMAN	8 3.9% 100%		4 3.8% 50.0%	7 4.5% 87.5%	3 10.3% 37.5%	2 3.2% 25.0%	3 4.0% 37.5%	0.0% 0.0%	6 5.59 75.09	2 2.1% 25.0%	0 0.09 0.09	5 6 6.8% 6 62.5%	3 2.9% 37.5%	0 0.0% 0.0%	7 3.7% 87.5%	0 90.09 90.0			
OPERATOR, LABORER	6 2.9% 100%		3 2.9% 50.0%	3 1.9% 50.0%	0 20.00 20.00		2 3 2.7% 3 33.3%	3 7.79 50.09	6 5.59 100.09	0 90.09 90.0	0 3 0.09 3 0.09	1 6 1.49 6 16.79	4 3.99 66.79	1 6.79 6.79	5 6 2.69 6 83.39	0.09 6 0.09	0 .09 6 0 .09	2 6 4.3% 6 33.3%	
RETIRED, STUDENT, ARME FORCES, OTHER - NO ANSWER		12 11.89	15 14.4%	15 6 9.69	2 6 6.99 6 7.49		6 8.0% 5 22.2%	11 3 28.29 40.79	14 6 12.79 6 51.99	13 6 13.59 6 48.19	$ \begin{array}{ccc} & 1 \\ & 7.19 \\ & 3.79 \end{array} $		17 3 16.59 4 63.09	2 6 13.39 6 7.49	27 6 14.19 6 100.09	7 6 16.39 6 25.99	6 27.39 6 22.29	8 17.09 6 29.69	10 6 12.3% 6 37.0%
NO MALE	14 6.89 1009	0.09	14 6 13.59	10 6 6.49 6 71.49	4 6 13.89 6 28.69	3 6 4.89 6 21.49	4 6 5.39 6 28.69	3 6 7.79 6 21.49	8 6 7.39 6 57.19	6 6 6.39 6 42.99	50.09 50.09	0.09 % 0.09 % 0.09			13 6 6.89 6 92.99	6 14.09 % 42.99	6 9.15 6 14.35	5 % 10.69 % 35.79	3.7% 6 21.4%

Q. Demographics

		GENI	DER			AGE			INCO	OME		MARITA	L STATUS	5	C	ATALOG 1	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	SEP/	CATLOG	HEAVY SPEND CATLOG		HEAVY INDLGR	EVER SMOKED CIGARS
TOTAL	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
FEMALE EMPLOYMENT																			
FULL TIME	128 62.1% 100%		74 71.2% 57.8%		75.9% 17.2%	36 58.1% 28.1%	50 66.7% 39.1%	19 48.7% 14.8%	71 64.5% 55.5%	57 59.4% 44.5%	57.1% 6.3%	43 58.1% 33.6%	69 67.0% 53.9%	53.3% 6.3%	122 63.9% 95.3%	29 67.4% 22.7%	15 68.2% 11.7%	28 59.6% 21.9%	44 54.3% 34.4%
PART TIME	25 12.1% 100%	16 15.7% 64.0%	9 8.7% 36.0%	18 11.5% 72.0%	1 3.4% 4.0%	10 16.1% 40.0%	7 9.3% 28.0%	7 17.9% 28.0%	14 12.7% 56.0%	11 11.5% 44.0%	0 0.0% 0.0%	13 17.6% 52.0%	12 11.7% 48.0%	0 0.0% 0.0%	23 12.0% 92.0%	11.6% 20.0%	9.1% 8.0%	5 10.6% 20.0%	15 18.5% 60.0%
RETIRED	9 4 . 4% 100%	4 3.9% 44.4%		1.9% 33.3%	0.0% 0.0% 0.0%	3.2% 22.2%	1.3% 11.1%	6 15.4% 66.7%	6 5.5% 66.7%	3.1% 33.3%	0 0.0% 0.0%	0 0.0% 0.0%	7 6.8% 77.8%	13.3% 22.2%	9 4.7% 100.0%	4.7% 22.2%	9.1% 22.2%	3 6.4% 33.3%	4 4.9% 44.4%
NOT EMPLOYED	27 13.1% 100%	13 12.7% 48.1%		21 13.4% 77.8%	17.2% 18.5%	10 16.1% 37.0%	9 12.0% 33.3%	7.7% 11.1%	12 10.9% 44.4%	15 15.6% 55.6%	0 0.0% 0.0%	15 20.3% 55.6%	12 11.7% 44.4%	0 0.0% 0.0%	22 11.5% 81.5%	6 14.0% 22.2%	9.1% 7.4%		7 8.6% 25.9%
NO ANSWER	7 3.4% 100%	5 4.9% 71.4%	1.9% 28.6%	3.2% 71.4%	0 0.0% 0.0%	3 4.8% 42.9%	2.7% 28.6%	2 5.1% 28.6%	1.8% 28.6%	5.2% 71.4%	7.1% 14.3%	3 4.1% 42.9%	3 2.9% 42.9%	0.0% 0.0%	6 3.1% 85.7%	2.3% 14.3%	1 4.5% 14.3%	4.3% 28.6%	6.2% 71.4%
NO FEMALE	10 4.9% 100%	10 9.8% 100.0%	0 0.0% 0.0%	8 5.1% 80.0%	3.4% 10.0%	1 1.6% 10.0%	8.0% 60.0%	5.1% 20.0%	5 4.5% 50.0%	5 5.2% 50.0%	5 35.7% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	5 33.3% 50.0%	9 4.7% 90.0%	0 0.0% 0.0%	0 0.0% 0.0%		6 7.4% 60.0%

UNDER PROTECTIVE ORDER
CAM 000912

Q. Demographics

		GENE	ER			AGE			INCO	ME		MARITA	STATUS		C	TALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG SHOPRS	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
TOTAL	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
MALE EMPLOYMENT														_				3.0	71
FULL TIME	178 86.4% 100%	94 92.2% 52.8%		144 91.7% 80.9%	25 86.2% 14.0%	57 91.9% 32.0%	70 93.3% 39.3%	25 64.1% 14.0%	96 87.3% 53.9%	82 85.4% 46.1%	50.0% 3.9%	72 97.3% 40.4%	90 87.4% 50.6%	60.0% 5.1%	165 86.4% 92.7%	33 76.7% 18.5%	16 72.7% 9.0%		
PART TIME	1 0.5% 100%	0 0.0% 0.0%	1.0% 100.0%	0.6% 100.0%	0 0.0% 0.0%	1.6% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0.9% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1.0% 100.0%	0 0.0% 0.0%	0.5% 100.0%	0 0.0% 0.0%	0.0% 0.0%		
RETIRED	11 5.3% 100%	6 5.9% 54.5%			0 0.0% 0.0%	1 1.6% 9.1%	1 1.3% 9.1%	9 23.1% 81.8%	4 3.6% 36.4%	7 7.3% 63.6%	0 %0.0 %0.0	2.7% 18.2%	8.7% 81.8%	0 0.0% 0.0%	11 5.8% 100.0%	9.3% 36.4%	4 18.2% 36.4%	5 10.6% 45.5%	
NOT EMPLOYED	0.5% 100%	1 1.0% 100.0%				0 0.0% 0.0%	0 0.0% 0.0%	2.6% 100.0%	0.9% 100.0%	0.0% 0.0%		0.0% 0.0%	1.0% 1.0% 100.0%	0.0% 0.0% 0.0%	0.5% 100.0%		0 0.0% 0.0%		
NO ANSWER	1 0.5% 100%	1.0% 1.0% 100.0%	0.0% 0.0%			0 0.0% 0.0%	0 0.0% 0.0%	2.6% 100.0%	0.0% 0.0% 0.0%	1.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.00	1.0% 1.0% 100.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0 0.0% 0.0%		1.2% 100.0%
NO MALE	14 6.8% 100%	0 0.0% 0.0	14 13.5% 100.0%		13.8% 28.6%	3 4.8% 21.4%	4 5.3% 28.6%	7.7% 21.4%	8 7.3% 57.1%	6.3% 42.9%	7 50.08 50.08	0 (0.09 (0.0	1.0% 7.1%		13 6.8% 92.9%	6 14.0% 42.9%	9.1% 14.3%		3.7% 21.4%

Q. Demographics

		GEN	DER			AGE			INCO	ME		MARITA	_ STATUS	S .	C	ATALOG 1	(NFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35~44 =====	45-54	55-65 	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	NO	DIVRCE, SEP/ WIDOW	CATLOG		HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
TOTAL	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
RACE																			
WHITE	190 92.2% 100%			144 91.7% 75.8%	27 93.1% 14.2%	56 90.3% 29.5%	70 93.3% 36.8%	36 92.3% 18.9%	99 90.0% 52.1%	91 94.8% 47.9%	11 78.6% 5.8%	69 93.2% 36.3%	95 92.2% 50.0%	15 100.0% 7.9%	176 92.1% 92.6%	39 90.7% 20.5%	19 86.4% 10.0%	43 91.5% 22.6%	78 96.3% 41.1%
BLACK/AFRICAN-AMERICAN	4 1.9% 100%			2 1.3% 50.0%	0.0% 0.0%	1.6% 25.0%	1.3% 25.0%	5.1% 50.0%	3 2.7% 75.0%	1 1.0% 25.0%	0 0.0% 0.0%	1 1.4% 25.0%	3 2.9% 75.0%	0 %0.0% %0,0	2.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%		0 0.0% 0.0%
ASIAN OR PACIFIC ISLANDER	5 2.4% 100%	3.9% 80.0%	1.0% 20.0%	3.2% 100.0%	3.4% 20.0%	3 4.8% 60.0%	1.3% 20.0%	0 0.0% 0.0%	1.8% 40.0%	3.1% 60.0%	7.1% 20.0%	3 4 . 1% 60 . 0%	1 1.0% 20.0%	0 0.0% 0.0%	2.1% 80.0%	2 4.7% 40.0%	2 9.1% 40.0%	0 0.0% 0.0%	1.2% 20.0%
NATIVE AMERICAN	3 1.5% 100%	0 0.0% 0.0%	2.9% 100.0%	1.9% 100.0%	3.4% 33.3%	0.0% 0.0% 0.0%	2.7% 66.7%	0 0.0% 0.0%	2.7% 100.0%	0 0.0% 0.0%	7.1% 33.3%	0.0% 0.0%	2 1.9% 66.7%	0 0.0% 0.0%	1.6% 100.0%	4.7% 66.7%	1 4.5% 33.3%	2.1% 33.3%	
OTHER	1 0.5% 100%	0 0.0% 0.0%	1 1.0% 100.0%	0.6% 100.0%	0.0% 0.0%	0.0% 0.0% 0.0%	1.3% 100.0%	0.0% 0.0%	0.9% 100.0%	0 0.0% 0.0%	7.1% 100.0%	0 0.0% 0.0%	0.0% 0.0%	0.0% 0.0% 0.0%	0.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	
NO ANSWER	3 1.5% 100%	1.0% 33.3%	2 1.9% 66.7%	2 1.3% 66.7%	0.0% 0.0% 0.0%	3.2%- 66.7%	0 0.0%	2.6% 33.3%	1.8% 66.7%	1.0% 33.3%	0 0.0% 0.0%	1 1.4% 33.3%	1.9% 66.7%	0 0.0% 0.0%	1.6% 100.0%	0 0.0% 0.0%			

Q. Demographics

		GENDER				AGE			INCO	ME		MARITAL	STATUS		CA	TALOG I	NFO		
	TOTAL	MEN		30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+		MARIED	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
TOTAL	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
HOME OWNERSHIP OWN OR ARE BUYING	192 93.2% 100%	97 95.1% 50.5%	95 91.3% 49.5%	147 93.6% 76.6%	24 82.8% 12.5%	58 93.5% 30.2%	73 97.3% 38.0%	36 92.3% 18.8%	102 92.7% 53.1%	90 93.8% 46.9%	8 57.1% 4.2%	71 95.9% 37.0%	102 99.0% 53.1%	11 73.3% 5.7%	178 93.2% 92.7%	39 90.7% 20.3%	19 86.4% 9.9%		76 93.8% 39.6%
RENT	11 5.3% 100%	3	8 7.7%	8 5.1%	4 13.8% 36.4%	4 6.5% 36.4%	1 1.3% 9.1%	2 5.1% 18.2%	7 6.4% 63.6%	4 4.2% 36.4%	4 28.6% 36.4%	3 4.1% 27.3%	0 0.0% 0.0%	4 26.7% 36.4%	10 5.2% 90.9%	9.3% 36.4%	13.6% 27.3%	4 8.5% 36.4%	5 6.2% 45.5%
LIVE WITH RELATIVES (IN THEIR HOME)	0.5%		0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0%	0 %0.0% %0.0	2.6% 100.0%	0 0.0% 0.0%	1.0% 100.0%	7.1% 100.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.5% 100.0%	0.0% 0.0%	0.0% 0.0%		0 0.0% 0.0%
OTHER	0.5% 100%	0 0.0% 0.0%	1.0% 100.0%	0.6% 100.0%	3.4% 3.00.0%	0.0% 0.0%	0 0.0% 0.0%	0.0% 0.0% 0.0%	0.9% 100.0%	0.0% 0.0% 0.0%	7.1% 100.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.5% 100.0%	0.0% 0.0%	0.0% 0.0%		0.0%
NO ANSWER	1 0.5% 100%		0 0.0% 0.0%	0.6% 100.0%		0.0% 0.0%	1.3% 100.0%	0 0.0% 0.0%	0.0% 0.0%	1.0% 100.0%	0 9.0% 90.0%	0.0% 0.0%	1.0% 1.0% 100.0%	0 90.0%	0.5% 100.0%	0 3 0.0% 3 0.0%	0 \$0.0 \$0.0		0.0% 0.0%

CAM 000915

Q. Demographics

		GEN	DER			AGE			INCO)ME		MARITA	L STATUS	5	C	ATALOG 1	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34 =====	35-44	45-54	55-65 	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG SHOPRS		HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
TOTAL	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
RESIDENCE																			
HOUSE	183 88.8% 100%	95 93.1% 51.9%			25 86.2% 13.7%	53 85.5% 29.0%	68 90.7% 37.2%	36 92.3% 19.7%	93 84.5% 50.8%	90 93.8% 49.2%	8 57.1% 4.4%	69 93.2% 37.7%	96 93.2% 52.5%	10 66.7% 5.5%	169 88.5% 92.3%	37 86.0% 20.2%	19 86.4% 10.4%	41 87.2% 22.4%	72 88.9% 39.3%
APARTMENT	7 3.4% 100%	2 2.0% 28.6%	5 4.8% 71.4%	4 2.5% 57.1%	3	1	1 1.3% 14.3%	2	5	2.1% 28.6%	3	1	0	3 20.0% 42.9%	6	3	2	2	5
MOBILE HOME		1.0% 100.0%	0 0.0% 0.0%	0.6% 100.0%	0.0% 0.0%	0.0% 0.0% 0.0%	1 1.3% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1.0% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	1.0% 100.0%	0 0.0% 0.0%	0.5% 100.0%	0.0% 0.0%	0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%
CONDOMINIUM	9 4.4% 100%	2.0% 22.2%		5.1% 88.9%	0 0.0% 0.0%	4 6.5% 44.4%	4 5.3% 44.4%	1 2.6% 11.1%	6 5.5% 66.7%	3.1% 33.3%	2 14.3% 22.2%	2. 7 % 22.2%	4 3.9% 44.4%	6.7% 11.1%	9 4.7% 100.0%	4.7% 22.2%	0 %0.0 %0.0	3 6.4% 33.3%	1 1.2% 11.1%
TWINPLEX	1 0.5% 100%	0.0% 0.0%	$^{1.0\%}_{100.0\%}$	0.6% 100.0%	0.0% 0.0%	1.6% 100.0%	0 0.0% 0.0%	0.0% 0.0%	0.9% 100.0%	0.0% 0.0%	0.0% 0.0%	1.4% 100.0%	0.0% 0.0% 0.0%	0 0.0% 0.0%	0.5% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	2.1% 100.0%	0 0.0% 0.0%
NO ANSWER	5 2.4% 100%	2.0% 40.0%	3 2.9% 60.0%	3.2% 100.0%	3.4% 20.0%	3 4.8% 60.0%	1.3% 20.0%	0 0.0% 0.0%	5 4.5% 100.0%	0.0% 0.0%	7.1% 20.0%	1 1.4% 20.0%	1.9% 40.0%	6.7% 20.0%	2.6% 100.0%	2.3% 20.0%	1 4.5% 20.0%	0 0.0% 0.0%	

		GENE	FR			AGE			INCO	ME		MARITAL	STATUS	i	CA	ATALOG I	INFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+		MARIED KIDS	MARIED NO KIDS	DIVRCE/ SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
TOTAL	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
PRESENCE OF CHILDREN												7.4	^	2	69	12	8	15	29
NET- CHILDREN PRESENT UNDER 18	77 37 . 4% 100%		38 36.5% 49.4%	71 45.2% 92.2%	15 51.7% 19.5%	41 66.1% 53.2%	18 24.0% 23.4%	3 7.7% 3.9%	43 39.1% 55.8%	34 35.4% 44.2%	0 0.0% 0.0%	74 100.0% 96.1%	0.0% 0.0%		36.1%	27.9%	36.4% 10.4%	31.9%	35.8% 37.7%
UNDER 6	26 12.6% 100%	13 12.7%	13 12.5%	23 14.6% 88.5%	11 37.9% 42.3%	12 19.4% 46.2%	2 2.7% 7.7%	1 2.6% 3.8%	14 12.7% 53.8%	12 12.5% 46.2%	0 %0.0% %0.0	26 35.1% 100.0%	0 0.0% 0.0%	0 0.0% 0.0%	24 12.6% 92.3%	11.6% 19.2%	18.2% 15.4%	6 12.8% 23.1%	10 12.3% 38.5%
6 - 12	45 21.8% 100%	27 26.5%	18 17.3%	40 25.5% 88.9%	10 34.5% 22.2%	24 38.7% 53.3%	8 10.7% 17.8%	3 7.7% 6.7%	23 20.9% 51.1%	22 22.9% 48.9%	0 0.0% 0.0%	43 58.1% 95.6%	0.0% 0.0% 0.0%	13.3% 4.4%	41 21.5% 91.1%	9 20.9% 20.0%	6 27.3% 13.3%	10 21.3% 22.2%	20 5 24.7% 5 44.4%
13 - 17	36 17.5% 100%	17 16.7%		36 22.9% 100.0%	6.9% 5.6%	20 32.3% 55.6%	14 18.7% 38.9%	0 0.0% 0.0%	18 16.4% 50.0%	18 18.8% 50.0%	0.0% 0.0%	35 47.3% 97.2%	0.0% 0.0%	6.7% 2.8%	32 5 16.8% 5 88.9%	9.3% 11.1%		11.19	41.7%
NO CHILDREN PRESENT UNDER 18	129 62.6% 100%				14 48.3% 10.9%	21 33.9% 16.3%	57 76.0% 44.2%	36 92.3% 27.9%	67 60.9% 51.9%	62 64.6% 48.1%	14 100.0% 10.9%		103 3 100.0% 3 79.8%	12 80.0% 9.3%	122 63.9% 94.6%	31 5 72.1% 5 24.0%	14 6 63.69 6 10.99	32 68.19 6 24.89	

UNDER PROTECTIVE ORDER CAM 000917

Q. Banner A

		GEN	DER		·-~	AGE			INCO	ME		MARITAL	STATUS	5	C/	ATALOG I	NFO		
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	\$5-65 =====	\$75K- \$99.9K	\$100K+	SINGLE	MARIED KIDS	MARIED NO KIDS	DIVRCE, SEP/ WIDOW	CATLOG SHOPRS	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	
TOTAL	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
MEN	104 50.5% 100%		104 100.0% 100.0%	83 52.9% 79.8%	17 58.6% 16.3%	33 53.2% 31.7%	38 50.7% 36.5%	15 38.5% 14.4%	59 53.6% 56.7%	45 46.9% 43.3%	9 64.3% 8.7%	36 48.6% 34.6%	51 49.5% 49.0%	8 53.3% 7.7%	99 51.8% 95.2%	23 53.5% 22.1%	8 36.4% 7.7%	24 51.1% 23.1%	18 22.2% 17.3%
WOMEN	102 49.5% 100%	102 100.0% 100.0%	0 0.0% 0.0%	74 47.1% 72.5%	12 41.4% 11.8%	29 46.8% 28.4%	37 49.3% 36.3%	24 61.5% 23.5%	51 46.4% 50.0%	51 53.1% 50.0%	5 35.7% 4.9%	38 51.4% 37.3%	52 50.5% 51.0%	7 46.7% 6.9%	92 48.2% 90.2%	20 46.5% 19.6%	14 63.6% 13.7%	23 48.9% 22.5%	63 77.8% 61.8%
30-54	157 76.2% 100%	74 72.5% 47.1%	83 79.8% 52.9%	157 100.0% 100.0%	20 69.0% 12.7%	62 100.0% 39.5%	75 100.0% 47.8%	0 0.0% 0.0%	92 83.6% 58.6%	65 67.7% 41.4%	12 85.7% 7.6%	69 93.2% 43.9%	66 64.1% 42.0%	10 66.7% 6.4%	147 77.0% 93.6%	34 79.1% 21.7%	17 77.3% 10.8%	35 74.5% 22.3%	63 77.8% 40.1%
21–24	0.5% 100%	0.0% 0.0%	1.0% 100.0%	0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0 %0.0 %0.0	1.0% 100.0%	0 %0.0% %0.0	0.0% 0.0%	1.0% 100.0%	0 0.0% 0.0%	0.5% 100.0%	0.0% 0.0% 0.0%	0 %0.0 %0.0	0 0.0% 0.0%	0 0.0% 0.0%
25-34	29 14.1% 100%	12 11.8% 41.4%	17 16.3% 58.6%	20 12.7% 69.0%	29 100.0% 100.0%	0.0% 80.0%	0.0% 0.0% 0.0%	0 %0.0% %0.0	16 14.5% 55.2%	13.5% 44.8%	6 42.9% 20.7%	14 18.9% 48.3%	7.8% 27.6%	6.7% 3.4%	28 14.7% 96.6%	9.3% 13.8%		10.6% 17.2%	10 12.3% 34.5%
35-44	62 30.1% 100%	29 28.4% 46.8%	33 31.7% 53.2%	62 39.5% 100.0%	0.0% 0.0%	100.0% 100.0%	0.0% 0.0%	0.0% 0.0%	37 33.6% 59.7%	25 26.0% 40.3%	3 21.4% 4.8%	40 54.1% 64.5%	18 17.5% 29.0%	6.7% 1.6%	58 30.4% 93.5%	14 32.6% 22.6%	7 31.8% 11.3%	9 19.1% 14.5%	27 33.3% 43.5%
45-54	75 36.4% 100%	37 36.3% 49.3%	38 36.5% 50.7%	75 47.8% 100.0%	0.0% 0.0% 0.0%	0.0% 0.0%	75 100.0% 100.0%	0.0% 0.0%	42 38.2% 56.0%	33 34.4% 44.0%	28.6% 5.3%	18 24.3% 24.0%	45 43.7% 60.0%	8 53.3% 10.7%	69 36.1% 92.0%	17 39.5% 22.7%	7 31.8% 9.3%	21 44.7% 28.0%	28 34.6% 37.3%
55-65	39 18.9% 100%	24 23.5% 61.5%	15 14.4% 38.5%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	39 100.0% 100.0%	15 13.6% 38.5%	24 25.0% 61.5%	7.1% 2.6%	2 . 7% 5 . 1%	31 30.1% 79.5%	33.3% 12.8%	35 18.3% 89.7%	8 18.6% 20.5%	18.2% 10.3%	12 25.5% 30.8%	16 19.8% 41.0%
\$75K- \$99 .9K	110 53.4% 100%	51 50.0% 46.4%	59 56.7% 53.6%	92 58.6% 83.6%	16 55.2% 14.5%	37 59.7% 33.6%	42 56.0% 38.2%	15 38.5% 13.6%	110 100.0% 100.0%	0.0% 0.0% 0.0%	7 50.0% 6.4%	40 54.1% 36.4%	53 51.5% 48.2%	10 66.7% 9.1%	105 55.0% 95.5%	16 37.2% 14.5%	5 22.7% 4.5%	19 40.4% 17.3%	40 49.4% 36.4%
\$75K+	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30,1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
\$100K+	96 46.6% 100%	50.0% 53.1%	45 43.3% 46.9%	65 41.4% 67.7%	13 44.8% 13.5%	25 40.3% 26.0%	33 44.0% 34.4%	24 61.5% 25.0%	0 0.0% 0.0%	96 100.0% 100.0%	7 50.0% 7.3%	34 45.9% 35.4%	50 48.5% 52.1%	33.3% 5.2%	86 45.0% 89.6%	27 62.8% 28.1%	17 77.3% 17.7%	28 59.6% 29.2%	41 50.6% 42.7%
SINGLE	14 6.8% 100%	5 4.9% 35.7%	9 8.7% 64.3%	12 7.6% 85.7%	6 20.7% 42.9%	3 4.8% 21.4%	4 5.3% 28.6%	1 2.6% 7.1%	7 6.4% 50.0%	7 7.3% 50.0%	14 100.0% 100.0%	0.0% 0.0%	0.0% 0.0%	0 0.0% 0.0%	13 6.8% 92.9%	9.3% 28.6%	9.1% 14.3%	4 8.5% 28.6%	6 7.4% 42.9%
MARRIED KIDS	74 35.9% 100%	38 37.3% 51.4%	36 34.6% 48.6%	69 43.9% 93.2%	14 48.3% 18.9%	40 64.5% 54.1%	18 24.0% 24.3%	2 5.1% 2.7%	40 36.4% 54.1%	34 35.4% 45.9%	0.0% 0.0%	74 100.0% 100.0%	0.0% 0.0%	0.0% %0.0	66 34 . 6% 89 . 2%	12 27.9% 16.2%	36.4% 10.8%		
MARRIED NO KIDS	103 50.0% 100%	52 51.0% 50.5%	51 49.0% 49.5%	66 42.0% 64.1%	27.6% 7.8%	18 29.0% 17.5%	45 60.0% 43.7%	31 79.5% 30.1%	53 48.2% 51.5%	50 52.1% 48.5%	0 0.0% 0.0%	0.0% 0.0%	103 100.0% 100.0%	0.0% 0.0%	98 51.3% 95.1%	24 55.8% 23.3%	11 50.0% 10.7%	24 51.1% 23.3%	40 49.4% 38.8%
NFO #37102-010101							N	JEO	Re	cear	ch I	ne							

NFO Research Inc.

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Q. Banner A

		GENDER			AGE			INCO	ME		MARITA	STATUS	5	CA	ATALOG I	NFO			
	TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54 =====	55-65	\$75K- \$99.9K	\$100K+	SINGLE	MARIED	NO	DIVRCE, SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS
TOTAL	206 100% 100%	102 100.0% 49.5%	104 100.0% 50.5%	157 100.0% 76.2%	29 100.0% 14.1%	62 100.0% 30.1%	75 100.0% 36.4%	39 100.0% 18.9%	110 100.0% 53.4%	96 100.0% 46.6%	14 100.0% 6.8%	74 100.0% 35.9%	103 100.0% 50.0%	15 100.0% 7.3%	191 100.0% 92.7%	43 100.0% 20.9%	22 100.0% 10.7%	47 100.0% 22.8%	81 100.0% 39.3%
DIVRCE/SEP/WIDOW	15 7.3% 100%	7 6.9% 46.7%	8 7.7% 53.3%			1 1.6% 6.7%		5 12.8% 33.3%	10 9.1% 66.7%	5.2% 33.3%	0 0.0% 0.0%	0.0%	0.0%	15 100.0% 100.0%	93.3%	20.0%	6.7%	33.3%	6 7.4% 40.0%
CATLOG SHOPRS	191 92.7% 100%	92 90.2% 48.2%	99 95.2% 51.8%	147 93.6% 77.0%	28 96.6% 1 4.7%	58 93.5% 30.4%	69 92 . 0% 3 6 . 1 %	35 89.7% 18.3%	105 95.5% 55.0%	86 89.6% 45.0%	13 92.9% 6.8%	66 89.2% 34.6%	98 95.1% 51.3%	93.3% 7.3%	191 100.0% 100.0%	43 100.0% 22.5%	100.0% 11.5%	44 93.6% 23.0%	
HEAVY SPEND CATLOG	43 20.9% 100%	20 19.6% 46.5%	23 22.1% 53.5%		13.8% 9.3%	14 22.6% 32.6%	17 22.7% 39.5%	8 20.5% 18.6%	16 14.5% 37.2%	27 28.1% 62.8%	4 28.6% 9.3%	12 16.2% 27.9%	24 23.3% 55.8%	20.0% 7.0%	43 22.5% 100.0%	43 100.0% 100.0%	100.0% 51.2%	19 40.4% 44.2%	
HEAVY SPEND KEY CAT	22 10.7% 100%	14 13.7% 63.6%		17 5 10.8% 5 77.3%	4 13.8% 18.2%	7 11.3% 31.8%	7 9.3% 31.8%	4 10.3% 18.2%	5 4.5% 22.7%	17 17.7% 77.3%	2 14.3% 9.1%	8 10.8% 36.4%	11 10.7% 50.0%	6.7% 4.5%	22 11.5% 100.0%	22 51.2% 100.0%	100.0% 100.0%	10 21.3% 45.5%	
HEAVY INDLGR	47 22.8% 100%			35 3 22.3% 3 74.5%	5 17.2% 10.6%	9 14.5% 19.1%	21 28.0% 44.7%	30.8% 25.5%	19 17.3% 40.4%	28 29.2% 59.6%	28.6% 8.5%	14 18.9% 29.8%	24 5 23.3% 5 51.19	5 33.3% 10.6%	44 23.0% 93.6%	19 44.2% 40.4%	10 45.5% 21.3%	47 3 100.0% 3 100.0%	23 28.4% 48.9%
EVER SMOKED CIGARS	81 39.3% 100%	63 61.8% 77.8%	18 17.3% 22.2%			27 3 43.5% 3 33.3%	28 37.3% 34.6%	16 41.0% 19.8%	40 36.4% 49.4%	41 42.7% 50.6%	6 42.9% 7.4%	29 39.29 35.89	40 38.89 49.49	6 40.0% 7.4%	73 38.2% 90.1%	19 6 44.2% 6 23.5%			81 100.0% 100.0%

BANNER A

	GEN	DER			AGE			INCO	ME		MARITA	. STATU	S	C	ATALOG	INFO			
TOTAL	MEN	WOMEN	30-54	25-34	35-44	45-54	55-65	\$75K- \$99.9K	\$100K+		MARTED	NO	DIVRCE/ SEP/ WIDOW	CATLOG	HEAVY SPEND CATLOG	HEAVY SPEND KEY CAT	HEAVY INDLGR	EVER SMOKED CIGARS	
Α	В	C	D	E	F	C	Н	1)	K	L.	М	N	0	P	Q	R	S	
O C C Y II Y Y	70.00																		

DEFINITIONS:

POINT A: TOTAL RESPONDENTS

POINT B: Q1 SEX CODE 2

POINT C: Q1 SEX CODE 1

POINT D: Q1 ACTUAL AGE 30-54

POINT E: Q1 ACTUAL AGE 25-34

POINT F: Q1 ACTUAL AGE 35-44

POINT G: Q1 ACTUAL AGE 45-54

POINT H: Q1 ACTUAL AGE 55-65

POINT I: PMF COL 29-30 CODES 19-20

POINT J: PMF COL 29-30 CODES 21-24

POINT K: PMF COL 28 CODE 2

POINT L: PMF COL 28 CODE 1 AND PRESENCE OF KIDS < 18

POINT M: PMF COL 28 CODE 1 AND NO PRESENCE OF KIDS < 18

POINT N: PMF COL 28 CODE 3

POINT 0: Q7A CODE 1

POINT P: Q7C CODES 5-10

POINT Q: Q7C CODES 5-10 AND Q7D ANY 4 CODES

POINT R: Q5 COL 2 ANY 4+ CODES

POINT S: Q2 CODES 2-6

BTY/1363 FINAL CODES Revised 9/11/98

NON-SMOKERS ATTITUDES NFO #37102 - WAVE 01 (SEQUENCE 01)

Groups will be sent to Data Entry separately.

Coding will code/edit Questions 1, 2, 4, 5, 6, 7a and 7c. (9/11/98)

Question 1 - AGE/SEX

Punch age actual in two columns, editing out any fractions of years reported.

Edit out multiples of "Age" and/or "Sex".

Questions la & lb - LEVEL OF AGREEMENT

Edit out multiples per statement.

Question 2 - TRIED CIGAR SMOKING

Edit out multiples with the exception of "Never".

Edit out "Never" if reported with another response and allow the other response to stand as reported.

Question 3 - OCCASION DESCRIPTION

Accept multiples per occasion.

Question 4 - FRIENDS/FAMILY WHO SMOKE CIGARS

Accept multiples with the exception of "Don't Know Anyone Who Smokes Cigars".

Edit out "Don't Know Anyone Who Smokes Cigars" if reported with another response and allow the other response to stand as reported.

Question 5 - ACTIVITIES

Accept multiples per column.

If a response is reported in "Do Regularly" Column, it should also have been reported in "Ever Done" Column. If it is not so reported, Coding will edit it in.

If a response is reported in "Would Like To Do More Often" Column, it should also have been reported in "Ever Done" Column. If it is not so reported, Coding will edit it in.

Question 6 - SOURCES HAVE EVER PURCHASED FROM/PURCHASED FROM IN THE PAST YEAR

Accept multiples per column.

If a response is reported in "Purchased 3 Times Or More In Past Year", it should also have been reported in "Have Purchased" Column. If it is not so reported, Coding will edit it in.

Question 7a - PURCHASED PRODUCTS THROUGH CATALOGS

Edit multiples or a "No Answer" according to the skip pattern followed by the respondent.

Question 7b - TYPES OF PRODUCTS BOUGHT THROUGH CATALOGS

Accept multiples per column.

Question 7c - AMOUNT SPENT IN PAST 12 MONTHS THROUGH CATALOGS

Edit out multiples.

9/11/98 Revision: Coding Instructions;

QUESTIONNAIRE COPY



P.O. Box 474 Toledo, OH 43654 Toll-Free Number: 1-800-537-4097 Mon - Fri, 8:00 AM to 11:00 PM EST Sat & Sun, 10:00 AM to 6:00 PM EST e-mail address: carol@nfoi.com

Shaping the Future with Your Opinions

37102

Dear NFO Member,

Please give the enclosed questionnaire to the person in your household whose age and sex are indicated above (this may be you). Thank you!

TO THE HOUSEHOLD MEMBER HELPING WITH THIS STUDY:

Most of my questions can be easily answered by simply placing an "X" in the appropriate box or boxes. In the questions where I have asked you to write in your answers, please be as specific as possible.

When you have completed the questionnaire, please return it to me in the enclosed postage-paid envelope.

Thank you for your continued cooperation.

Sincerely,

Carol Adams



Belo	w is a list of statements. On the scale below, please rate each of the follow	ing. (2	X ONE	Е Вох	For E	ACH
		Agree Completely	Agree Somewhat	Agree Slightly	Disagree Slightly	Disagree
	uent buyer or savings club programs are a waste of my time	(2	3	4	5
	ieve it's better for everyone involved if the woman takes care of the home and family		2	a Ti	√	<u>-</u>
	end more time with my friends than I do with my family		$\overline{\Box}$	Ö	Ī	5
Havi	ng close friendships is critical to happiness	1	2	3	4	s
	so busy that when I do take time off, I really want to make my free					
ŢĬŢ	ne count	1	al	3	اسا	SL
	nore successful than most of the people I know		2	3□	₽	5
	I guilty that I don't spend enough time with my family		2 2	#	\vdash	5
	more open-minded than most people	. "	لسة	3	اه	5
as	s I'd like to		2□	3	4	5
Wha	t others think about me is very important	1	2	3	4	5
l try	to find small victories every day		2	3	4	5
	h there were more places to go that were primarily for men		2 	3	4□	<u> </u>
	e to shop		2 <u></u>	<u>_</u>	4	<u>_</u>
	re less leisure time than I used to		2 2	3	4	5
			<u>ا</u>			
	loyalty programs like frequent flyer or frequent shopper programs		aa	4		4
	g the best at my job is extremely important to me		2	1		<u>الــا</u> د
	sider myself to be very fashion conscious		7	3	4	4
	oy taking risks		2	⋾□	4	5
l wis	h I knew more about the products I buy a lot of	1	2	3	4	s□
	it when companies or brands that I am loyal to recognize me for my loyalty		2	□	4	5
	ally shop around to find the best price		2	3□	4	<i>\$</i> □
	and most of my free time with my family		4	٢	\dashv	
It's v	vorth it to pay a little extra when a store offers good service	. 11	2	3	41	٩ا
	quently entertain guests at home		2	₽		5
	vorth it to me to spend extra for the best quality	. 1	4	3	4}	5
	ieve it's more important for a wife to help her husband's career than have one herself		2	a	4	5
l wis	h I had more adventure in my life		\Box	3	$\overline{\Box}$	5 □
Mak	ing sure I look my best at all times is very important to me		2	3	4	5
l wis	h I had more time to spend with my friends		2	3	4	5
1 car	n't afford all the luxuries of life	1	2	з[4	5

37102-1

n la commueu.	Agree Completely	Agree Somewhat	Agree Slightly	Disagree Slightly	Disagree Somewhat	Disagree Completely
I frequently treat myself to some of life's little luxuries						
I like to discover new and different places to go I'm much more adventurous than most people I know I'm extremely happy with my life I like it when companies send me information about their products I have difficulty juggling work and family demands						
I have no interest in any kind of communication or dialogue with manufacturers of products I buy	<u>.</u>					
I don't mind sharing information with companies if it will result in improved products or services I believe that when you are shopping for an item it is always better to go to a store that specializes in that one kind of item Relationships with manufacturers of products I buy a lot of are important to me Shopping by catalog is too expensive to do regularly						
Being a good parent is extremely important to me **(Answer only if you have children) I am comfortable being separate from the crowd Having close family relationships is critical to happiness I am completely satisfied with my physical appearance When I shop, I like to get in and get out as quickly as possible I like when I get offers for products or services through the mail I approach each day optimistically I lead a healthy lifestyle I wish I were able to spend more time with my male friends When I shop, I'm extremely focused I do not like pretentious people It's a daily challenge for me to find time for both work and my personal life I have a better sense of humor than most people Compared to most people I know, I tend to indulge myself more in some of the finer things in life Achieving balance between work, family and social life is critical to my definition of success						å å ååå ååååå åååå å
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to						
Having a strong relationship with my spouse is extremely important to me *(Answer only if married) ! like being rewarded by companies for my loyalty ! prefer stores that offer the lowest prices ! rarely buy things on impulse					\$	

1b.	Below is a list of statements about cigars. On the scale listed below, please rate	e eact	of the	e follo	wing.		
	(X ONE Box For EACH)	Agree Completely	Agree Somewhat	Agree Slightly	Disagree Slightly	Disagree Somewhat	Disagree Completely
	People smoke cigars primarily because they think it's a cool thing to do						6 6 6
	I have no interest in trying cigar smoking I have lots of friends who smoke cigars Cigars are prestigious I would try smoking cigars if my friends did Cigar smoking reminds me of my father or grandfather						
	I find the aroma of cigars to be very offensive Cigar smoking is a classy thing to do Cigar smoking is trendy today People who smoke cigars are more likely to have a good sense of humor than non-smokers I object to seeing someone smoking a cigar	 - - -					
	Cigar smoking is one of life's little pleasures						
	I would like to learn more about cigars People who smoke cigars are more open-minded than non-smokers I have tried cigar smoking but I did not like it Cigars are a status symbol When you smoke a cigar, you are part of the finer things in life I have never tried cigar smoking						
2.	Have you ever tried cigar smoking? (X ONE Box) 1						
3.	If you have ever tried cigar smoking, which of the following best describes the od (X ALL That Apply For EACH Occasion) Second Time	casio	n?	•			
	First Time You Tried (If Applicable) At a wedding						
4.	Do you have any friends or family members who smoke cigars? (X ALL That An Close personal friends 2 Personal friends, not very close 3 Business associates 4 Immediate family members living in household with you 5 Immediate family members, not living in household with you 6 Other relatives 7 Other 8 Don't know anyone who smokes cigars	oply)					

J.	William of the following donvition do ye	od engage iii: (X ALL Mat Appry i	or Enon Column)	Would Like To
		Ever Done	Do Regularly	Do More Often
		01	01	01
		02	02 🔲	02
		ome/elsewhere 03	03 [03 🔲
		04	04	04
	•		06	05 06
		07	07	07
	Own luxury car		08 🔲	08
			09 🔲	0a 🔲
		10	10 🔲	10 🔲
			11	11 []
		II-batch bourbon	13	12 13
	The second contribute is a second state of all seconds			
6.	Through which, if any, of the following months? (X ALL That Apply For EA		products or services	in the past 12
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	, , , , , , , , , , , , , , , , , , , ,		urchased 3
		Have P		nes Or More 1 Past Year
	TV home shopping clubs/0	2VC		1 🗍
		ed to directly (800#)		2 🔲
	•		tan-mi	3 📙
		og		4 <u> </u>
		sponded to directly (800#)		• 🗔
	•			7 🔲
	Internet website	8		8 []
7a.	Have you ever purchased products th	rough catalogs? □ Yes → (0	Cont.) 2 □ No -	→ (Skip To Close)
7b.	What types of products have you bou	ght through catalogs? (X ALL That		
	Barbecue grills and accessories			As A Gift
	Casino: slot/video machines, poker a			02
	Cigars			03 🔲
	Clothing			04 <u> </u>
	Entertaining accessories, such as wir			05 06
	Gourmet Foods			07 🗍
	Home office: pens, desk accessories			08 🔲
	JeweiryLeather goods, such as luggage			09 10
	Music CD's			11 🗍
	Personal electronics			12
	ShoesSports equipment			13 14
	Storage: music, video, CD's, clothing			15
	Travel accessories, such as a radar di			16
	Wine		17 🔲	17
7c.	Approximately how much did you spe-			(X ONE Box)
	₀₁		00 - \$2,999	
	∞ □ \$100 - \$249 ∞ □ \$350 - \$400		00 - \$3,999	
	o3		00 - \$4,999 00 - \$9,999	
	os \$1,000 - \$1,999		than \$10,000	
7d.	Which of the following catalogs do you	u purchase from regularly, at least o	nce per year? (X AL	LThat Apply)
	on Austed	17 Hold Everything	12 Paul Frederick	
	02 Autosport		4 🗍 Patagonia	
	₀₃ ☐ Balducci's		s 🔲 Pottery Barn	
	o₄ ☐ BMG		6 Ross Simons	
	os Brooks Brothers	\	37 Sports Preferred	•
	o6 ☐ Brookstone o7 ☐ Bullock & Jones		os 🔲 The Sharper Im os 🦳 The Sportsman	-
	OB Columbia House		10 Thompson's	
	₀₃ ☐ Crate & Barrel		Travelers	
	10 Damark	<u> </u>	12 Travelsmith	
	Dean & Deluca		13 Vroom	
	12 Dooney & Bourke	=	Wallstreet Creat	
	₁₃ ☐ Eddie Bauer ₁₄ ☐ Field Trips		15 🔲 Williams-Sonom 16 🦳 Willis & Geiger	ıa
	15 Frontgate		Wine Enthusias	t
	16 Gumps	<u></u>	ı₃ ☐ Other	
	Thank you for your h	elp with this study. Please return	your completed	
		e enclosed nostane-naid envelor		nie l



Just to keep our records up-to-date, can we please have your age Age: Sex: \ \ \ \ Female \ 2 \ \ Male	e and sex?						
Below is a list of statements. On the scale below, please rate each	ch of the followi	ng. (X	ONE	Вох	For E	ACH)	
		Agree Completely	Agree Somewhat	Agree Slightly	Disagree Slightly	Disagree Somewhat	Disagree
I rarely buy things on impulse	nt to me						6 6
'(Answer only if married) I spend most of my free time at home I prefer catalog shopping vs. going to a store I like shopping online It's important to me to be recognized as a valued customer by cormanufacturers I am loyal to	mpanies or						
Achieving balance between work, family and social life is critical to definition of success	o my		2	3	4	s	6
Compared to most people I know, I tend to indulge myself more in finer things in life	onal life						
I wish I were able to spend more time with my male friends I lead a healthy lifestyle							
I am completely satisfied with my physical appearance						\$ \$ \$	6
Being a good parent is extremely important to me "(Answer only if you have children)			<u></u>	<u></u>	-	<u>_</u>	6
I love catalogs	••••••						
I take time out to make the most of everyday special occasions I love to shop for products that personally interest me	portant to me r to go to a						
store that specializes in that one kind of item	mproved	_	-C		4	4 <u>.</u>	6
products or services	***************************************	[# 	inuea	4 	ā √ Joyt D	e_ ==

37102-2

Questic	on 1a Continued.	letely	vhat	>	ee ~	ee /hat	ee etely
		Comple	Agree Somewhat	Agree Slightly	Disagr Stight	Disagree Somewhat	Disagree Completely
•	My work requires me to work long hours		2			5	" □
	All these marketing ploys by companies such as frequent shopper or purchaser programs are just ways of trying to manipulate consumers	1	aП	3 🗆	4	s T	٩
	Once I find a brand that satisfies me, I usually don't experiment with new ones		a 🗔	\Box	┙	5	6 <u> </u>
	I have no interest in any kind of communication or dialogue with manufacturers of products I buy	_	<u>a</u>	3m	4	<u></u>	•—
	I have difficulty juggling work and family demands		2	<u> </u>	4	s 🗔	e 🗌
	I like it when companies send me information about their products	П	2	зΠ	4	s	6
	I'm extremely happy with my life		2	ī	4	<u>ا</u>	•
	I'm much more adventurous than most people I know		2	3 <u> </u>	4	5	
	I like to discover new and different places to go	\Box	2 <u> </u>	3	4	d	6
	I like to go to the latest movies	<u>;</u>	2	□	4	5	6
	I like to go to the most popular restaurants and bars		2	3	4	5	6
	I consider myself highly successful		2	<u> </u>	4	s	€
	I'm not really interested in adventure, I prefer to take it easy in my free time		2	3	4	<u>ح</u>	6□
	I frequently treat myself to some of life's little luxuries	ŧΩ	2	3	4	5	6
	I am more confident in myself than most people	ı_	2	3	4	5	6
	I can't afford all the luxuries of life		2[]	a []	4	s	6
	I wish I had more time to spend with my friends	$\overline{\Box}$	a	<u> </u>	4	5	⊕
	Making sure I look my best at all times is very important to me	•	a[_]	3	┛	5	6
	I wish I had more adventure in my life		2	3□	4	5	6
	I believe it's more important for a wife to help her husband's career than to have one herself	ı	2	3	4	ş	6
	It's worth it to me to spend extra for the best quality	1	2	э[]	4	5	б
	I frequently entertain guests at home		2	a 🗔	$\overline{\Box}$	s 🗌	<u> </u>
	It's worth it to pay a little extra when a store offers good service		2		ı —	<u>-</u>	6□
	I spend most of my free time with my family		2	3	4	s	6
	I usually shop around to find the best price	\Box	2	3	4	5	6
	like it when companies or brands that I am loyal to recognize me for my loyalty	<u>ا</u>	ا	√ ¬	√	<u></u>	
	I wish I knew more about the products I buy a lot of		۾ ا	<u>4</u>	4	<u>4</u>	
	l enjoy taking risks		2 2	3	\Box	s	e 🗌
	I consider myself to be very fashion conscious		2		4	<u>-</u>	ē
	I prefer stores that offer expert advice and assistance	_	2	3	4	5	6□
	Being the best at my job is extremely important to me		a 🗍	эП	4	4	6
	Llike loyalty programs like frequent flyer or frequent shopper programs		2	a 🗆	4	s	6
	I think companies should take better care of their loyal customers		2	3	┙	s	6□
	I have less leisure time than I used to		2	<u>.</u>	4	s	6
	I hate to shop	ı.	2	3	4	5	8
	I wish there were more places to go that were primarily for men		2	зΠ	4	5	6
	I try to find small victories every day	_	- T	\Box	<u> </u>	<u> </u>	6□
	What others think about me is very important		2	3	4	s 🗌	6
	With all my other commitments, I don't spend as much time with my friends as I'd like to	_	a[]	₃□	4	5	e
	I am more open-minded than most people	t 🗌	2	3	4	5	6
	I feel guilty that I don't spend enough time with my family		2	3 []	4	5	а
	I'm more successful than most of the people I know		a 🗌	3	┛	s	6
	I'm so busy that when I do take time off, I really want to make my free time count		2	a	4	s	6
	Having close friendships is critical to happiness		2	□	□	s	6
	spend more time with my friends than I do with my family		2	<u></u>	4	s	6
	I believe it's better for everyone involved if the woman takes care of the home			_		_	
	and family		2	<u>3</u>		5	6
	Frequent buyer or savings club programs are a waste of my time	. 11	2	3 !	되	5 1	6

٠	(X ONE Box For EACH)				· · · · · · · · · · · · · · · · · · ·		
		Agree Completely	Agree Somewhat	Agree Slightly	Disagree Slightly	Disagree Somewhat	Disagree Completely
	I have never tried cigar smoking	·				-	,
	When you smoke a cigar, you are part of the finer things in life		2 2	3 - 3	4	5	-C
	Cigars are a status symbol				4 	5	
	I have tried cigar smoking but I did not like it		2 2	a[]		٩ -	ال ال
	People who smoke cigars are more open-minded than non-smokers		٦	3		# 	6
	,		اسما	بـــ	٠	ب	اسا
	I would like to learn more about cigars		2 <u></u>	3	₽	5	6□
	Smoking a cigar is a part of a lifestyle of leisure	_	2	<u> </u>	4	<u>ا</u>	•
	I would try smoking cigars if someone showed me how		2 <u></u>	٢	4	s 🗌	6
	The general public is now more tolerant of cigar smoking than it used to be		2	3	4	<u>ال</u>	6
	Smoking a cigar is a way of showing you accomplished something	1	2 <u> </u>	3	4	s	6
	Cigar smoking is one of life's little pleasures		2	3	\Box	5	6
	I object to seeing someone smoking a cigar	1	2	э[_]	4	5	e 🔲
	People who smoke cigars are more likely to have a good sense of humor	_					
	than non-smokers		2 <u> </u>	3	<u></u>	s 🗀	6
	Cigar smoking is trendy today		a	3	<u> </u>	5 <u></u>	а <u>П</u>
	Cigar smoking is a classy thing to do	📙	2	3	4	5]	6
	I find the aroma of cigars to be very offensive		2	з	4	5	a
	Cigar smoking reminds me of my father or grandfather		2	3	4	5	6
	I would try smoking cigars if my friends did	1	2	э[]	4	5	e 🗌
	Cigars are prestigious		2	3□	$\overline{\Box}$	5	6
	I have lots of friends who smoke cigars	1	2	з	4	5	6
	I have no interest in trying cigar smoking		2	a	4	<u>ا</u>	
	Cigar smoking is macho	_		<u>-</u>	7	<u></u>	a
	I don't mind when people smoke cigars near me		ī	ī	Ţ	s 🗍	<u>و</u>
	People who smoke cigars are more confident in themselves than non-smokers.		2	╗	4	s	<u>ا</u>
	People smoke cigars primarily because they think it's a cool thing to do			a □	ā	sΠ	e
	Hove the aroma of cigars		2	3	4	5	e 🗌
	Have your superior dispressmalling? (V ONE Box)						
2.	Have you ever tried cigar smoking? (X ONE Box)						
	ı ☐ Never → (Skip To Qu. 4) ₂ ☐ Once ————————————————————————————————————						
	₃ ☐ Twice						
	↓ ☐ Three or four times						
	5 More than four times, but never regularly 6 Used to smoke cigars regularly						
3.	If you have ever tried cigar smoking, which of the following best describes the o (X ALL That Apply For EACH Occasion)	ccasio	n?				
	Second Time First Time You Tried						
	You Tried (If Applicable)						
	At a wedding						
	At a party						
	At a bar						
	Relaxing with friends						
	By myself						
	Other occasion						
4.	Do you have any friends or family members who smoke cigars? (X ALL That A	pply)					
	₁ ☐ Close personal friends						
	2 Personal friends, not very close						
	a 🔲 Business associates						
	Immediate family members living in household with you						
	s Immediate family members, not living in household with you						
	6 Other relatives						
	7 Other						
	8 Don't know anyone who smokes cigars						

5.	Which of the following activities do y	Which of the following activities do you engage in? (X ALL That Apply For EACH Column)					
				Would Like To			
	Stoy in luyury hotole	Ever Don		Do More Often			
			01	01			
		nome/elsewhere	02	02 03			
	Buy expensive clothing	04	04 <u> </u>	04			
		S 05	05	05			
			06	06			
			07 🖳	07 🔲			
			08	08			
		10	10	.oo∐ .o∏			
			11				
	,		12 🗍	12 🗍			
	Drink single-malt scotch/sm	all-batch bourbon13	13 🗌	13 🔲			
6.	Through which, if any, of the followin months? (X ALL That Apply For E.	g sources have you purchased AN ACH Column)	•	·			
				urchased 3 nes Or More			
		Have	Purchased In	1 Past Year			
		QVC		¹ <u> </u>			
	•	ded to directly (800#)		² 📙			
		og		3 4			
				5 🔲			
		esponded to directly (800#)		6			
				7			
7a.	Have you ever purchased products t			→ (Skip To Close)			
7b.	What types of products have you bo	ught through catalogs? (X ALL Th	at Apply In EACH Col	umn)			
			For Self	As A Gift			
	Barbecue grills and accessories			01 🔲			
	Casino: slot/video machines, poker :			02			
	Clothing			03 04			
	Cooking accessories and utensils, e.			05 <u> </u>			
	Entertaining accessories, such as wi	•	<u></u>	06 🔲			
	Gourmet Foods Home office: pens, desk accessories			07			
	Jewelry			08 09 0			
	Leather goods, such as luggage			10			
	Music CD's			" 🔲			
	Personal electronics			12 13			
	Sports equipment			14			
	Storage: music, video, CD's, clothing			15 🔲			
	Travel accessories, such as a radar of		=	16			
_	Wine		_	17 🔛			
7c.	Approximately how much did you spe			(X ONE Box)			
	oi Under \$100		000 - \$2,999				
	₀₂ ∏ \$100 - \$249 ₀₃ ∏ \$250 - \$499		000 - \$3,999 000 - \$4,999				
	04		000 - \$9,999				
	os 🔲 \$1,000 - \$1,999		re than \$10,000				
7d.	Which of the following catalogs do yo	u purchase from regularly, at least	once per year? (X AL	LThat Apply)			
	or Austed	17 Hold Everything	33 Paul Frederick	****			
	oz 🔲 Autosport	18 Hammacher Schlemmer	34 Patagonia				
	oa 🔲 Balducci's	19 Horchow	35 🦳 Pottery Barn				
	04 ☐ BMG	20 🔲 J. Crew	36 Ross Simons				
	₀₅ ☐ Brooks Brothers ₀₅ ☐ Brookstone	21 J. Peterman 22 J. R. Tobacco	37 Sports Preferred	•			
	os ∐ Brookstone oz ☐ Bullock & Jones	22 J. R. Tobacco 23 Dohnston & Murphy	38 ☐ The Sharper Image ☐ The Sportsman'	•			
	₀ ☐ Columbia House	24 Joseph A. Banks	40 Thompson's	3 Guide			
	₀∍ ☐ Crate & Barrel	25 Lands' End	41 Travelers				
	10 🔲 Damark	26 Levenger	42 Travelsmith				
	11 🔲 Dean & Deluca	27 🔲 L. L. Bean	43 Vroom				
	12 Dooney & Bourke	28 Magellans	Wallstreet Creat				
	13 Eddie Bauer 14 Field Trips	29 Neiman Marcus 30 Omaha Steaks	45 Williams-Sonom	a			
	ried inps	30 ☐ Omaha Steaks 31 ☐ Orvis	46 Willis & Geiger 47 Wine Enthusiasi	1			
	16 Gumps	32 Overton	48 Other	•			
		nelp with this study. Please retu	rn vour completed				
	questionnaire in the enclosed postage-paid envelope as soon as possible.						

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309

AND			
In the matter of the Trademark Reg For the mark COHIBA Date registered: June 6, 1995			
EMPRESA CUBANA DEL CUBATABACO,		: : :	
v.	Petitioner,	: :	Cancellation No. 92025859
GENERAL CIGAR CO., INC.,		:	
	Respondent.	:	
		: x	

PARTY: RESPONDENT

For the mark COHIBA

Date registered: February 17, 1981

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 28



PREMIUM CIGAR NARKET

Attitudes & Usage Study Summary

October 1998

Table of Contents

Attitudes & Usage Survey Overview

Consumer Definition

I. Consumer Awareness

IV. Consumer Usage Trends

V. Consumer Purchase Behavior

VI. Attribute Ratings

VII. Consumer Media Behavior

VIII. Standard Demographics

IX. Summary of Key Findings



Attitudes and Usage Survey

Methodology

- Conducted by The NPD Group, Inc., and independent research supplier.
 - survey instrument. Approximate interview time of the October 98 survey Means of survey is a phone interview conducted from an established was 19 - 21 minutes.

Sample Size

- October 98 1200 respondents (451 premium)
- March 98 1199 respondents (409 premium)
- July 97 957 respondents (341 premium) July 96 364 respondents (all premium, studies done separately)

Consumer Definition

Smoking Tenure

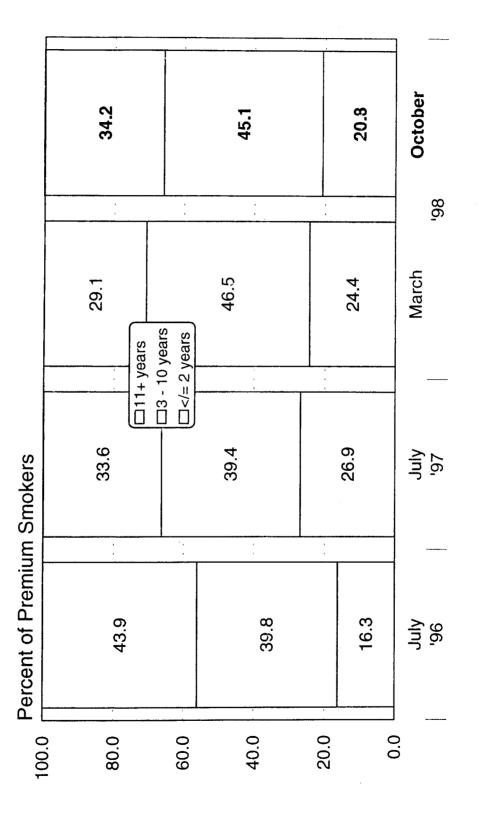
- The percentage of new smokers in the premium category continues to be high, representing about a fifth of the market.
 - The "boom" of smokers entering the market over the past 5 years are moving their way through the tenure categories.

Smoking Frequency

cigars per month and shows no statistically significant shifts vs. March '98 Average monthly smoking frequency is steady at approximately 14 - 15 or July '97 1



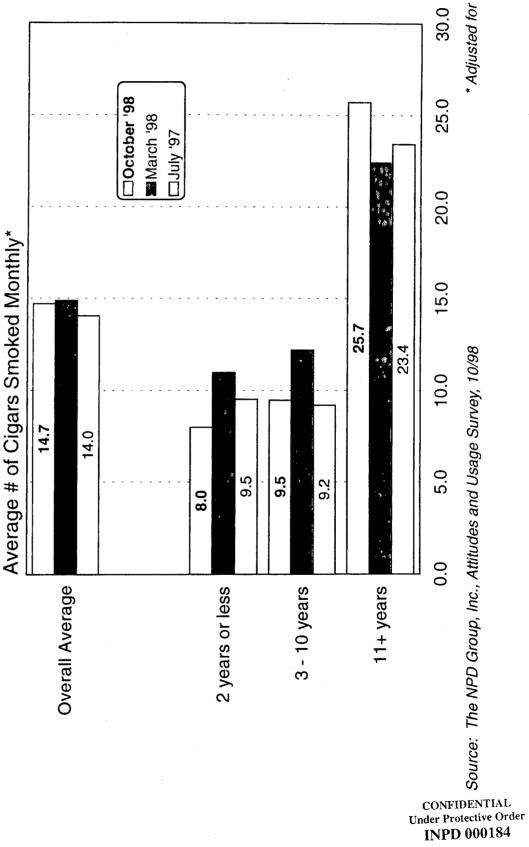
Smoking Tenure Tracking



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Average Monthly Smoking Frequency Tracking

By Smoking Tenure



* Adjusted for seasonality

1

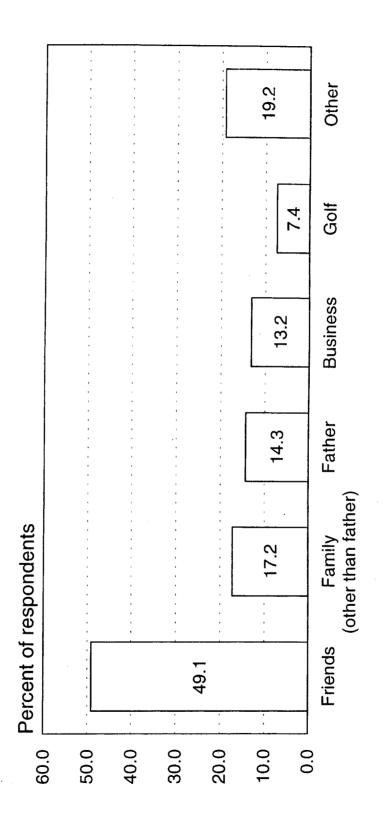
Consumer Definition

- Introduction to Cigars
- The vast majority of premium consumers were introduced to cigar smoking by their friends.
- Smoking Activities/Need States
- Premium smokers' activities appear to affected by seasonality, similar to smoking frequency. Approximately 1/3 of premium smokers are socializing with others most-often while smoking cigars.



Introduction to Cigars

By Whom Consumers were Introduced to Cigars



Yource: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

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Smoking Activities Tracking

☐Recreational activities Socializing w/others ☐Special occasions Relaxing alone ☐After meals Driving Other October 30.4 25.9 19.0 8.5 7.8 Activity Done Most Often While Smoking March '98 33.0 16.9 5.9 6.8 28.1 36.0 25.8 July 197 14.9 10.2 6.2 6.8 Driving Other Relaxing alone Recreational activities After meals Special occasions Socializing w/others 100.0 80.0 60.0 40.0 20.0 0.0

Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

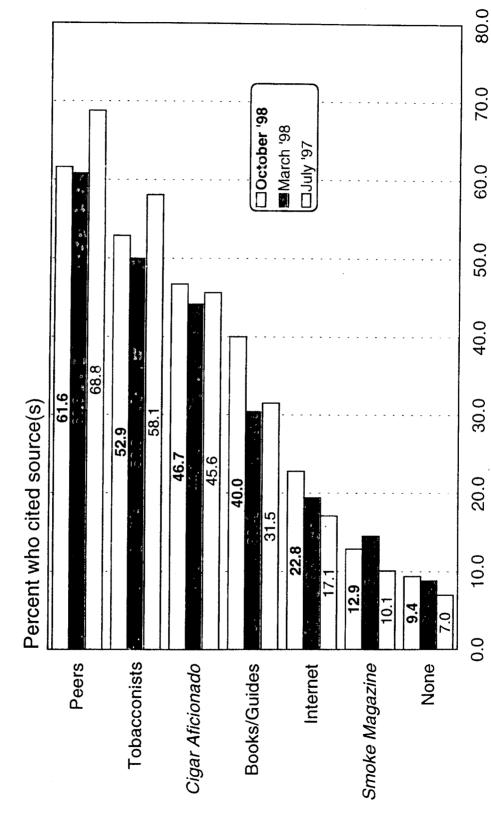
တ



Consumer Definition

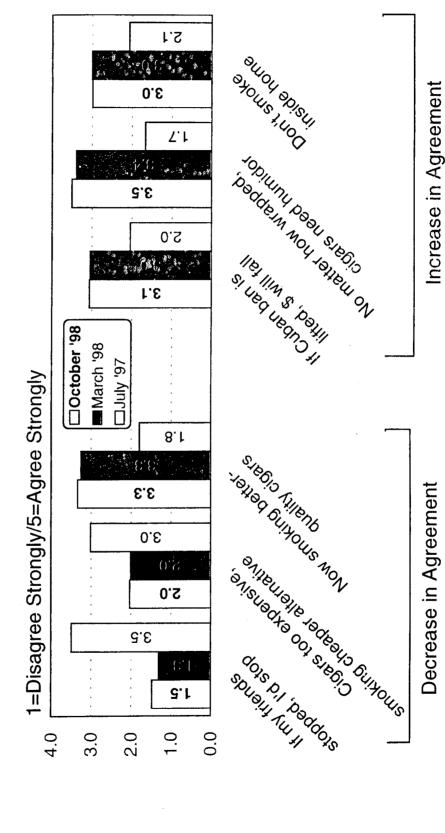
- Sources of Cigar Information
- The primary sources of information for premium smokers continues to be peers and tobacconists.
- Cigar books/guides increased as a source of information for premium smokers vs. March '98.
- Smoker Attitudes
- from July '97 to March '98. However, these attitudes have stabilized in Several attitudinal statements showed statistically significant changes October '98.

Sources of Cigar Information



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Attitudes Among Premium Smokers Attitudinal Stabilization vs. March '98



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

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Consumer Awareness

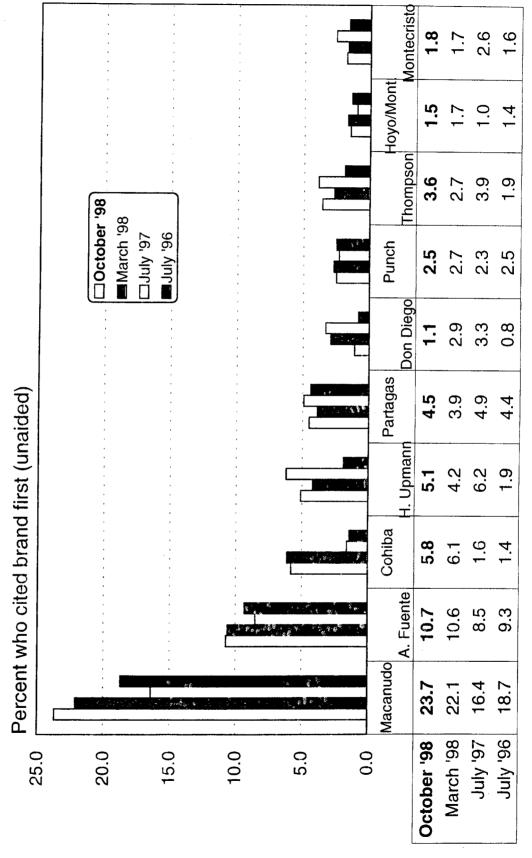
Top-of-Mind Awareness

- Overall, top-of-mind awareness has stabilized across the premium category.
- Macanudo has by far the highest top-of-mind awareness. Arturo Fuente is second.
- The proliferation of brands in the premium category has almost leveled

Unaided Awareness

- Unaided Awareness levels remain relatively consistent from March '98.
- Macanudo has significantly higher unaided awareness than all other premium brands.
- Cohiba's unaided awareness has increased dramatically since July '97

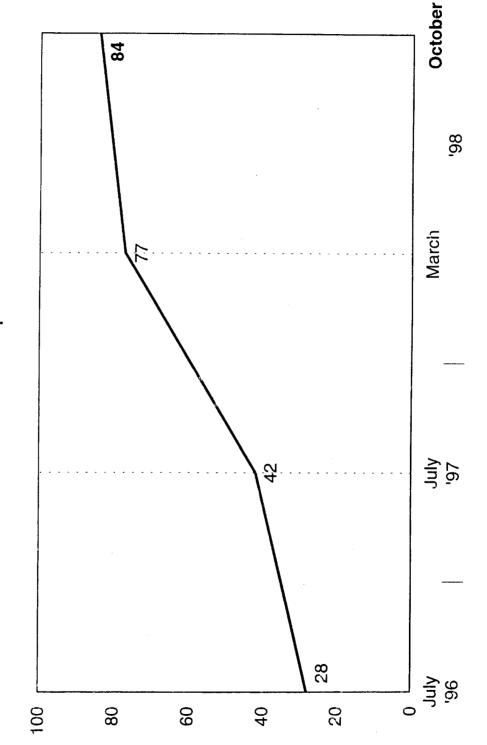
Top-of-Mind Awareness



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

14

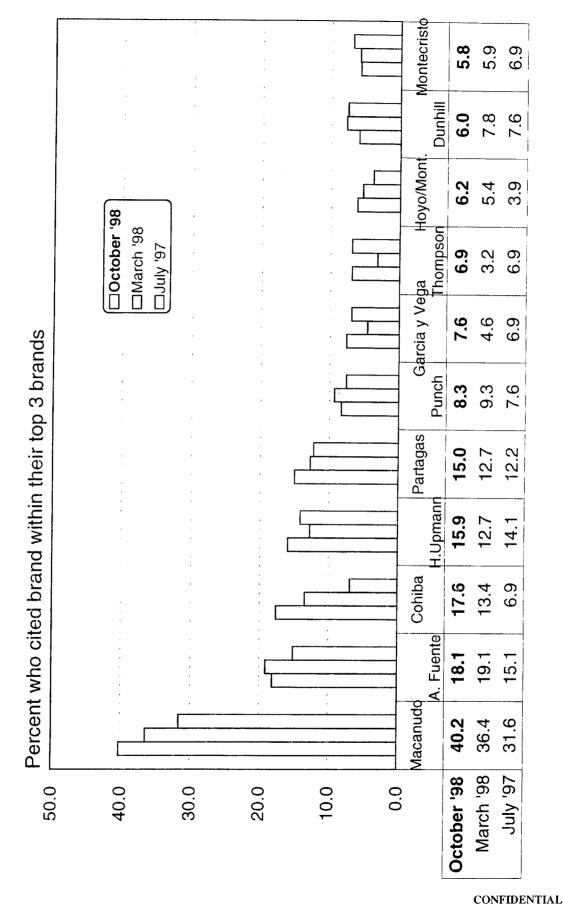
Brand Proliferation Tracking Number of Different Top-of-Mind Brands



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

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Unaided Awareness



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

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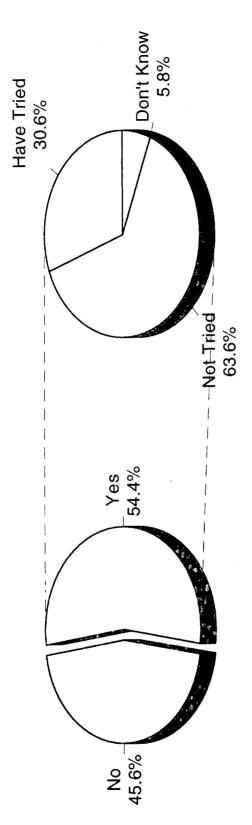
Consumer Awareness

- Macanudo Robust and Don Sebastian Aided Awareness
- Robust by October '98. And of those, 31% claimed they had tried the cigar. More than half of premium consumers claim to have heard of Macanudo
- More than half of premium consumers claim to have heard of Don Sebastian by October '98. And of those, 21% claimed they had tried the cigar.
- distribution, it is clear that at least some consumers have confused Macanudo Robust and Don Sebastian with other products. However, the numbers are Due to the timing of the promotions (i.e. tasting event) and achieving otherwise encouraging as a benchmark.
- Club Macanudo Aided Awareness
- Awareness of Club Macanudo remains consistent at about 20 25% of premium consumers.



Aided Awareness of Macanudo Robust

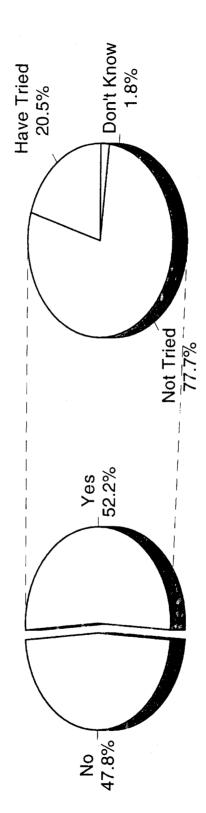
Including Subsequent Trial



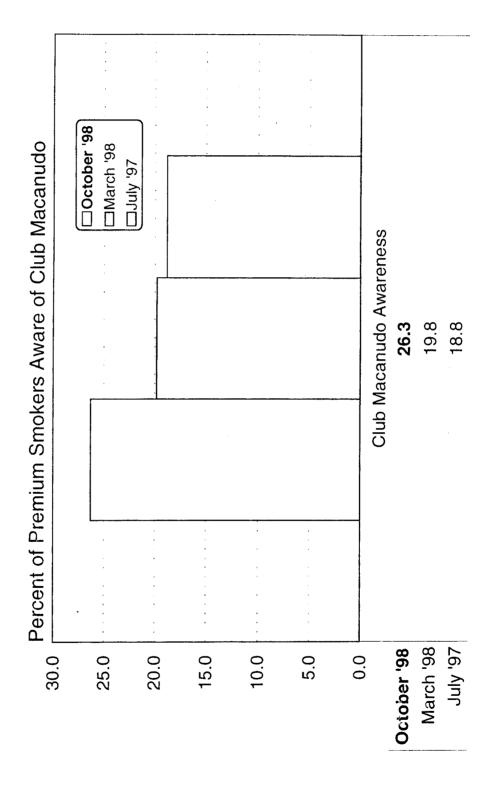
OPTION OF THE NPD Group, Inc., Attitudes and Usage Survey, 10/98

Aided Awareness of Don Sebastian

Including Subsequent Trial



Aided Awareness of Club Macanudo



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

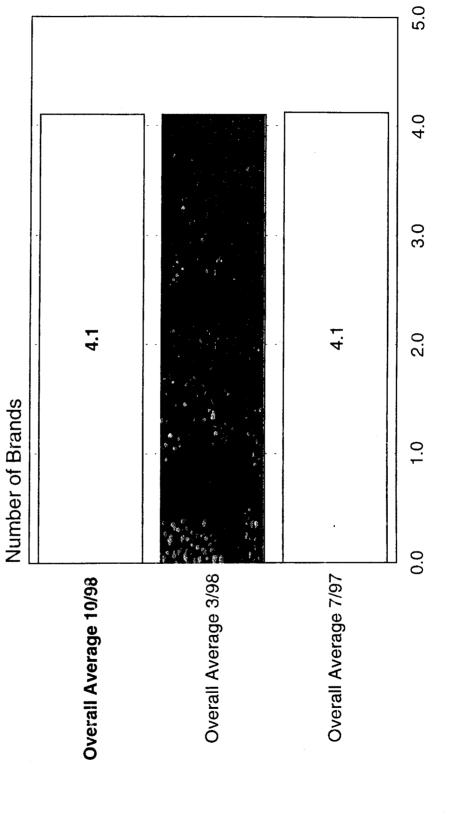
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Consumer Usage Trends

- Number of Brands Smoked Regularly
- On average, premium smokers have four different brands that comprise their brand set. They smoke all of these brands on a regular basis. This remains consistent from March '98.
- Cross-Over Behavior
- significant changes from previous measurements, qualitative findings appear While the quantitative data in this sample does not indicate statistically to show accelerating cross-over usage among all smokers.
 - Premium smokers are considerably more aware of their specific brand behaviors than mass-market smokers.
- or mass-market brands. True cross-over incidence cannot be measured within Brands that fell into the "all others" response category could be either premium this sample.

Different Brands Smoked Regularly

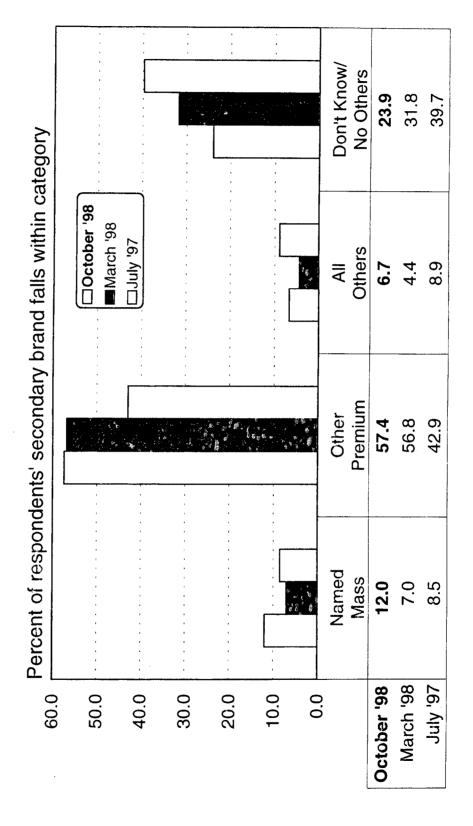


Source: The NPD Group, Inc., Atitudes and Usage Survey, 10/98

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Cross-Over Behavior



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98



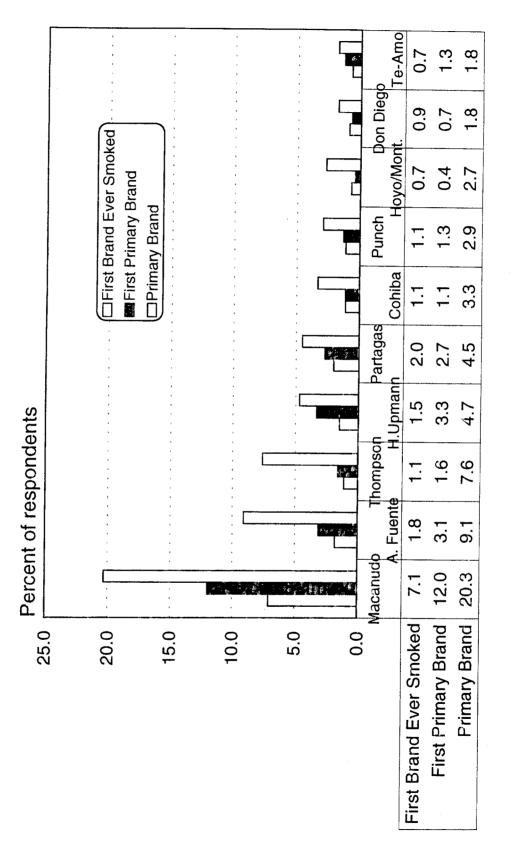
Consumer Usage Trends

- Progression of Brand Usage
- The perception that Macanudo is a starter cigar is not apparent in this ı
- Over 50% of Macanudo's primary brand share came from consumers who smoked a different brand as their first ever smoke.
- consumers who smoked a different brand as their first primary brand. About 40% of Macanudo's primary brand share came from

Primary Brand Share

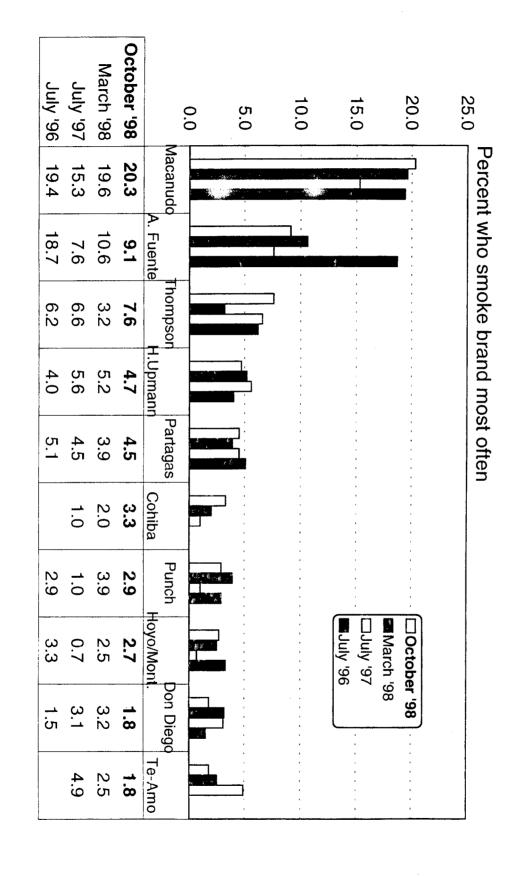
- Overall, primary brand share has remained consistent since July '97.
 - Macanudo's primary brand share remains dominant.

Progression of Brand Usage



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Primary Brand Share



Consumer Usage Trends

Primary Brand Loyalty

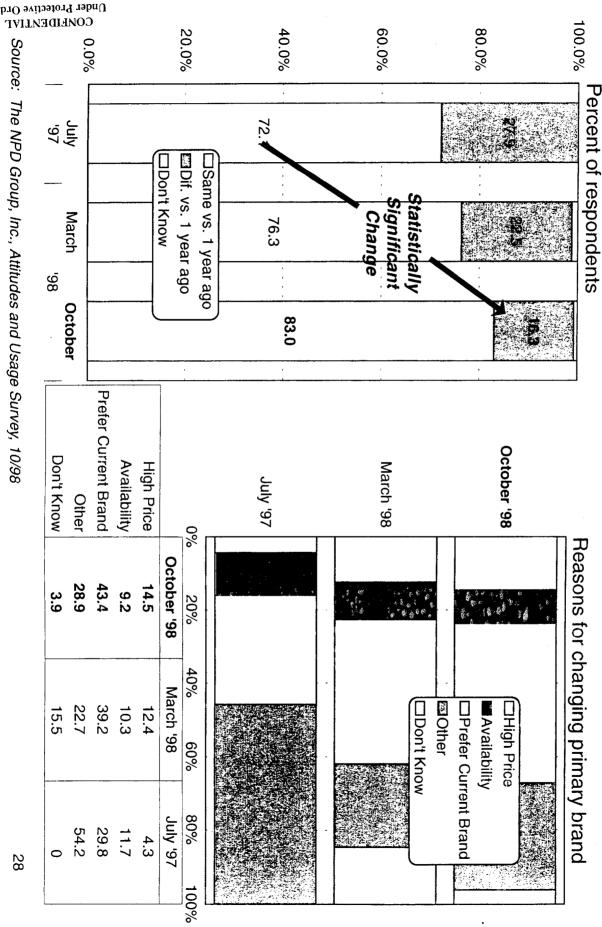
Consumers' loyalty to their primary brand has increased vs. July '97.

reasons why consumers changed their primary brand.

A genuine preference for the brand they switched to are the primary

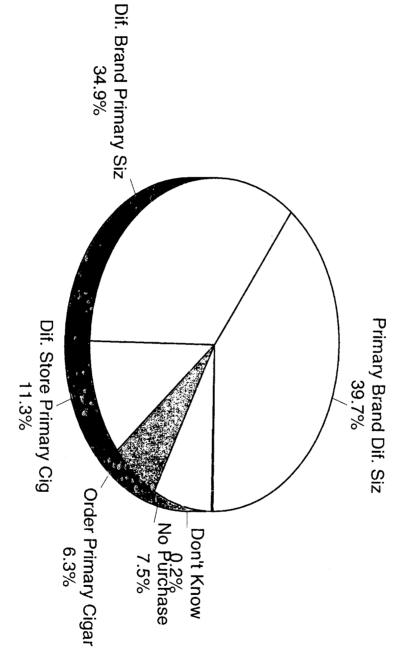
- measurement in July '97. Consumers' substitute behavior is unchanged since the benchmark
- Approximately 57% of premium consumers will attempt to stay with their primary brand if their cigar (brand and size) is not available
- their primary cigar is not available in their primary size About one third of all premium consumers will turn to another brand if

Primary Brand vs. One Year Ago



Premium

Substitute Behavior



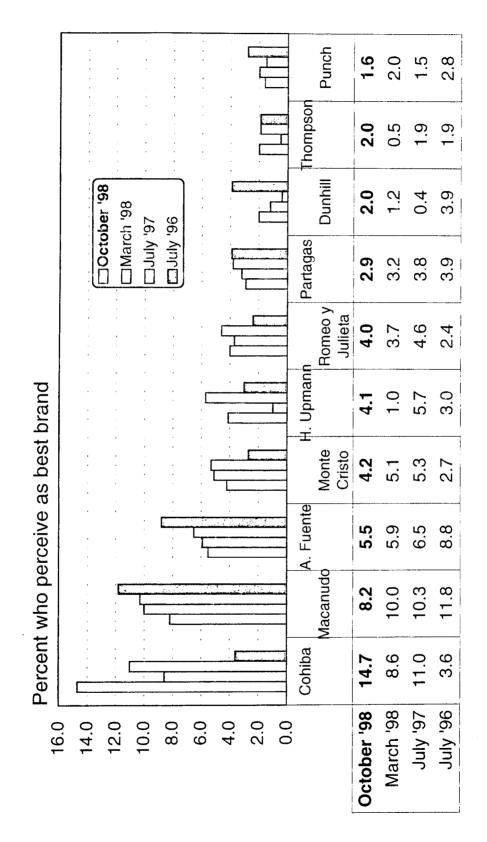


Consumer Usage Trends

Best Brand Ever Smoked

- Since 1996, consumers' perception that Cohiba is the best brand they have ever smoked has increased dramatically.
- even eclipsing Macanudo. (Perceived country of origin is unknown) In October '98, Cohiba has the most dominant best brand perception,
- most-often remains at about 30%. The percent of consumers that claim they smoke their best cigar
- High prices and the lack of availability of their best brand are the two best brand most-often. prominent reasons premium consumers do not smoke their perceived

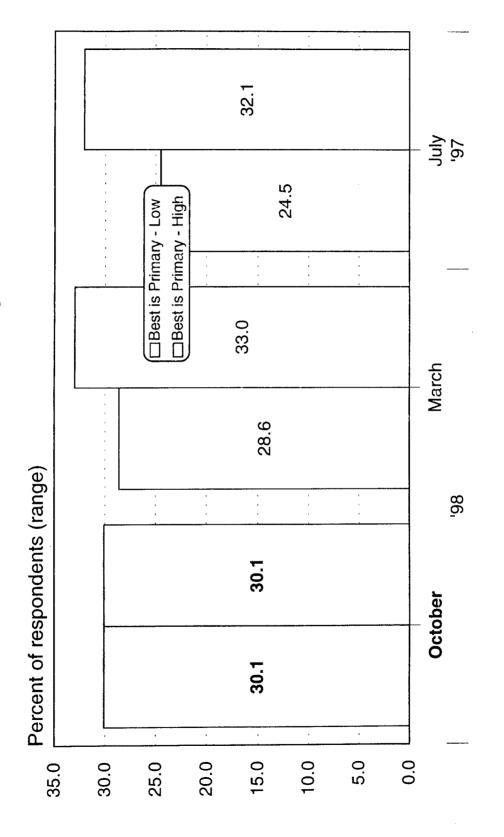
Best Brand Ever Smoked



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98



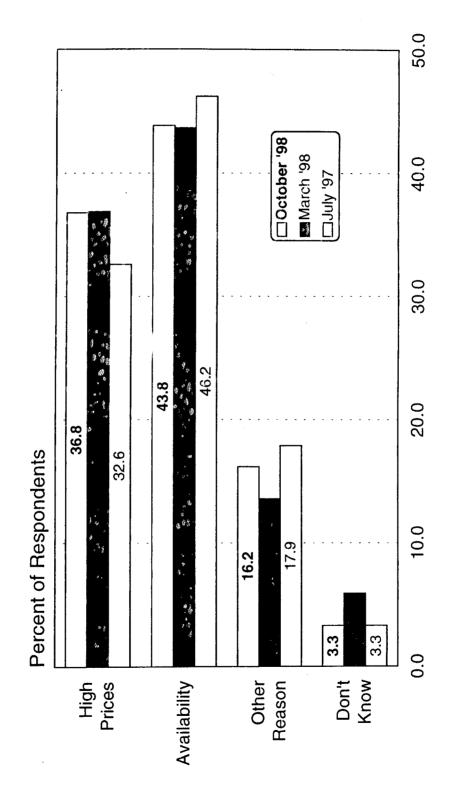
Best Brand is Primary Brand



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

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Reason for not Smoking Best Brand Regularly



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

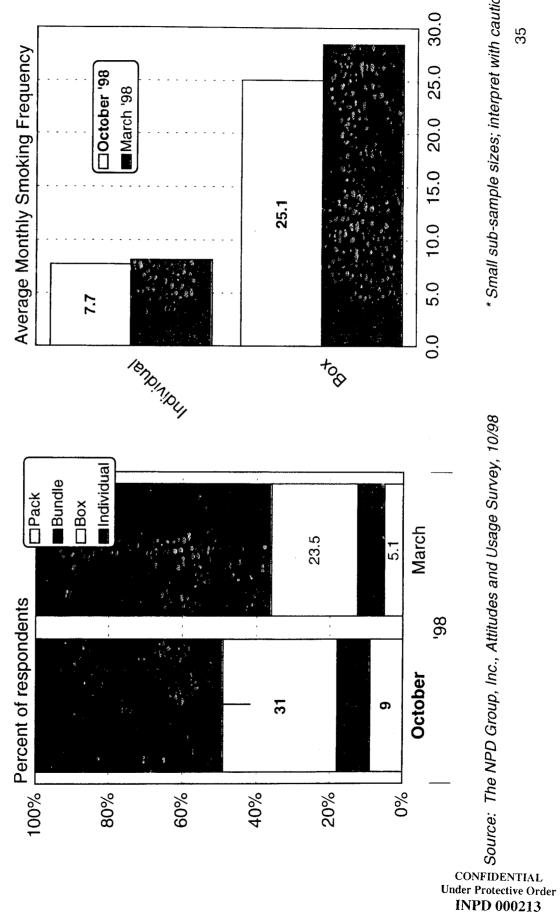


Consumer Purchase Behavior

How Cigars are Purchased

- About 50% of premium consumers by their cigars individually.
- A statistically significant higher number of consumers claim they are purchasing by the box most-often in October '98 than in March '98.
- The increase in consumers purchasing by the box have all come from those that formally purchased individually most-often.
- Premium consumers that purchase their cigars by the box smoke more than three times the number of cigars per month on average than individual purchasers.

Individual, Pack, Box, & Bundle Purchases



* Small sub-sample sizes; interpret with caution

35



Consumer Purchase Behavior

Price Paid for Cigars and Price Sensitivity

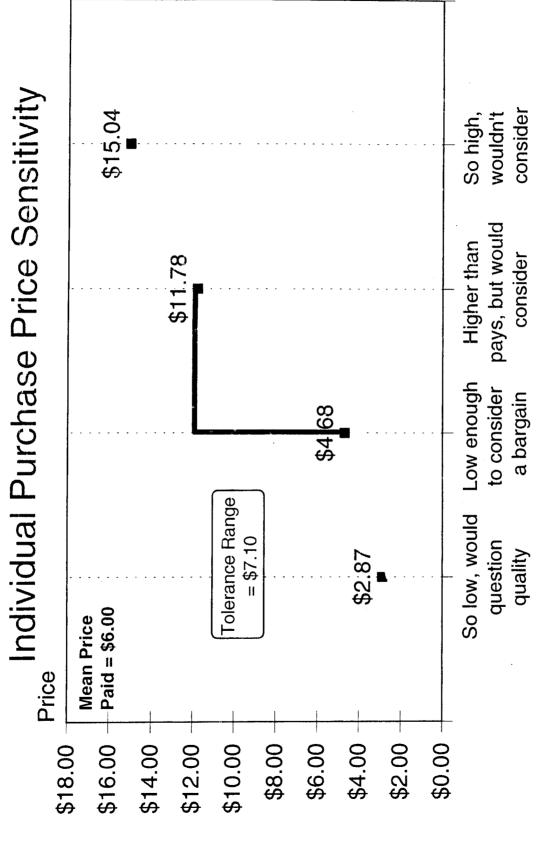
The average price paid per cigar, when purchased individually, is about

Individual purchasers of cigars claim to be less price sensitive vs. March '98. the price range defined in the price sensitivity analysis. This coincides with A significant majority of individual purchasers make their purchases within the increased size of the defined range.

The average price paid per box of cigar is \$66.39.

Box purchasers of cigars claim to be a slightly more price sensitive vs. March '98.

range defined in the price sensitivity analysis, while only one-quarter of box purchasers indicate they purchase within the defined price range. Almost half of box purchasers indicate they are spending below the



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

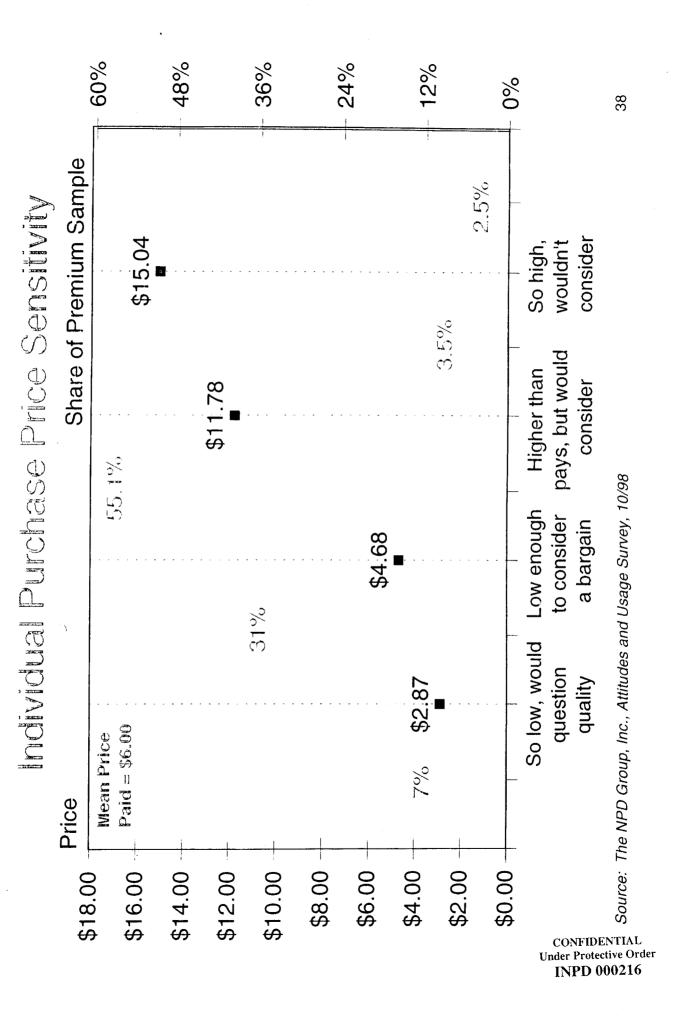
37

October '98

1

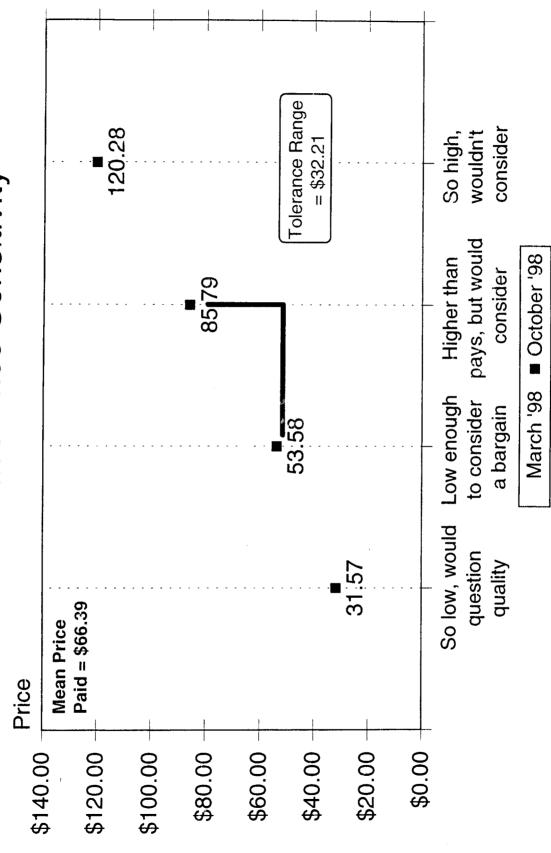
March '98

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Premium

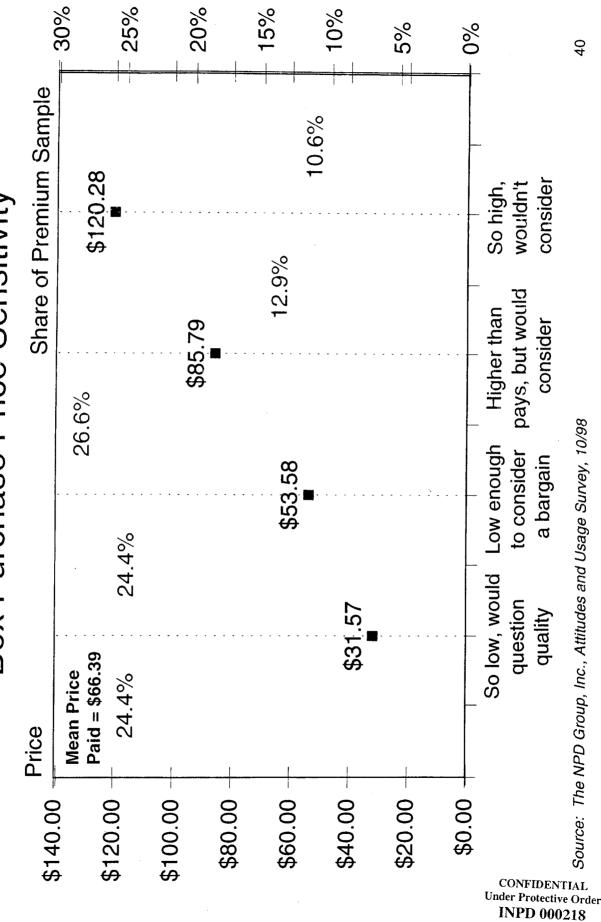
Box Purchase Price Sensitivity



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

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Box Purchase Price Sensitivity





Consumer Purchase Behavior

Purchase Channels

The tobacconist continues to be the dominant channel among premium consumers.

tobacconist most-often. This is consistent with March '98 data. About 70% of premium consumers indicate they shop at the

indicate the shop that they use is a "traditional tobacconist", as Approximately 80% of tobacconist most-often consumers defined in the survey instrument.

Mail order/catalog maintains a 15 - 20% share of consumer.

Primary Store Tracking

		~			July	195	58.0
			\$		July	96,	65.0
			9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	· · · · · · · · · · · · · · · · · · ·	July	26,	0.69
			39		March	86,	74.2
				@s	October	86,	67.6
80.0%	Stat. 60.0%	40.0%	20.0%	7000	0.0.0		Tobacco Store
☐ I obacco Store■Mail Order/Catalog☐ Food/Mass/Drug	□C-Store/Minimart/Gas Stat. □Liquor Store	■Rest/Bar/Coffee ■Dept/Men's Spec					

96, 96, 76,	69.0 65.0 58.0	13.0 17.0 30.0	2.0 7.0 3.0	6.0 3.0 3.0	3.0 1.0 2.0	2.0 1.0	1.0	4.0 6.0 4.0	42
86.	74.2	13.3	3.9	2.5	2.0	1.7	1.2	1.2	
86.	9.79	17.9	2.3	2.9		6.0	1.6	6.5	ey, 10/98
	Tobacco Store	Mail Order/Catalog	Food/Mass/Drug	C-Store/Minimart/Gas Stat.	Liquor Store	Rest/Bar/Coffee	Dept/Men's Spec	Other	Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98
							Und	ler Pr	FIDENTIAL Cotective Order D 000220

Type of Tobacco Shop

3/98

86/Oi

Traditional Tob. Shop

Traditional Tob. Shop

Tobacco Outlet 21.1% Neither 1.4%

Tobacco Outlet

Neither 0.7% Traditional Tobacconist = A store that is smaller, traditional-style tobacconist which specializes in cigar and pipe products and other premium tobacco products. Tobacco Outlet = A store that sells all types of tobacco products, including cigarettes, at discounted prices.

Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98 CONFIDENTIAL
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43

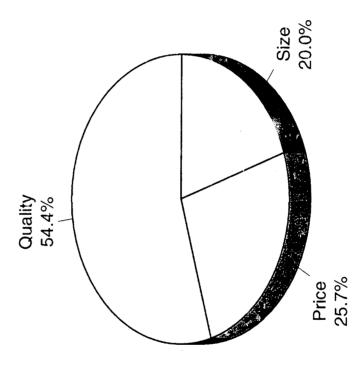


Attribute Ratings

Relative Importance and Satisfaction

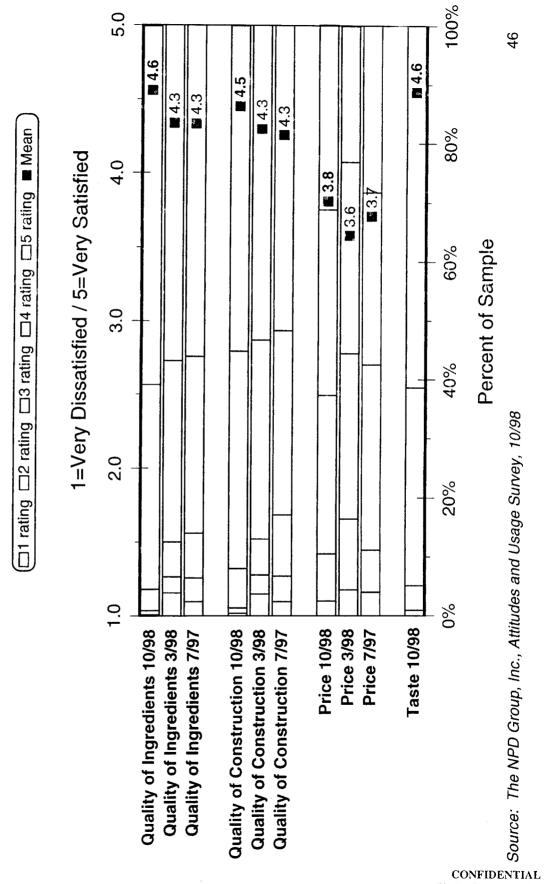
- Relative Importance of Quality, Price, and Size
- Qualitative research identifies quality, price, and size as the three most important criteria for consumers to smoke a cigar.
- Relative to price and size, quality is the most important attribute in choosing a cigar.
- Satisfaction with Quality of Ingredients, Quality of Construction, Price, and
- and taste as the most important criteria for consumers to continue to smoke a Qualitative research identifies quality (of ingredients and construction), price, cigar regularly.
- their primary brand among premium smokers all remain consistent from March Satisfaction with the quality of ingredients, quality of construction, and price of 98 measurements.
- Premium consumers are extremely satisfied with the taste of their primary

Relative Importance of Quality, Price, Size



CONFIDENTIAL Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Satisfaction with Quality, Price, Taste



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Consumer Media Behavior

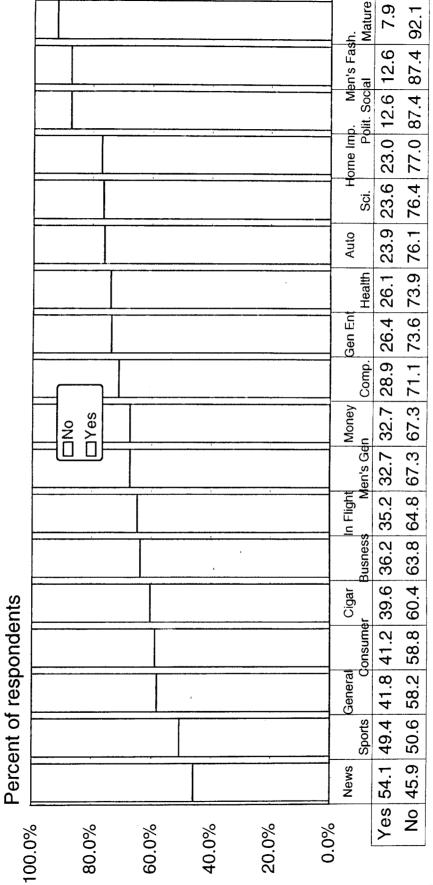
Magazines Read

- The top two types of publications for premium consumers are news and sports magazines.
- General/Non-specific, consumer, and cigar magazines are also read regularly by a significant number of premium consumers.
- Political/Social, Men's Fashion, and mature magazines are the three least read magazines among premium consumers.

Top Magazine Subscriptions

Playboy and Cigar Aficionado are the top two magazine subscriptions among premium consumers.

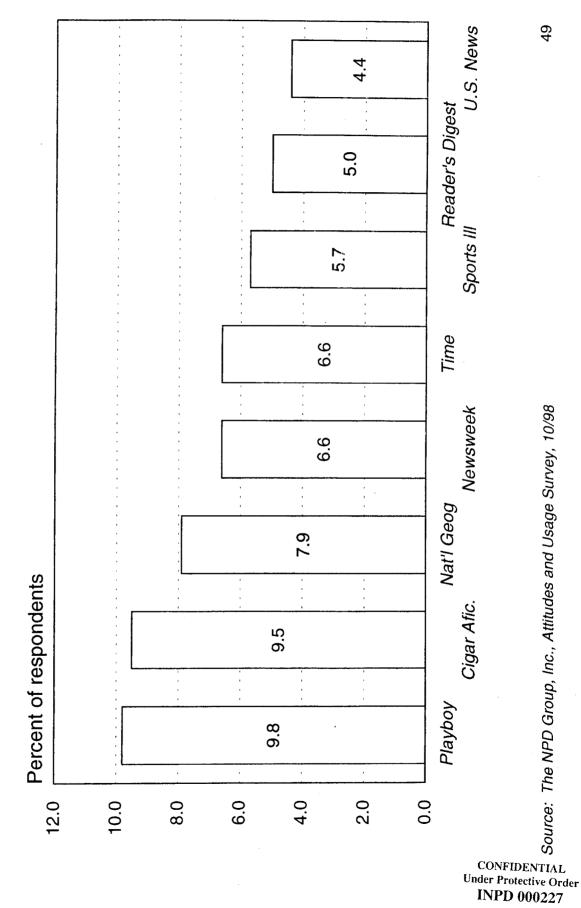
Types of Magazines Read Regularly



- Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

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Top Magazine Subscriptions



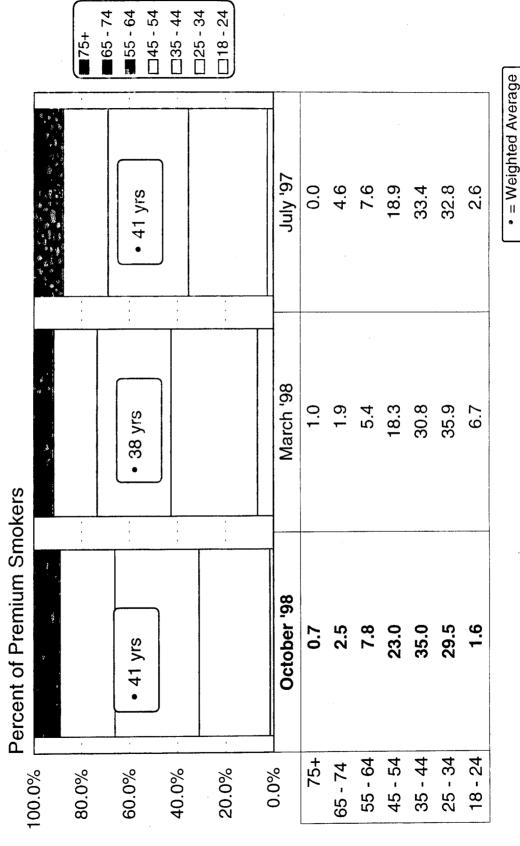
Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98



Consumer Demographics

- Standard Demographics
- The age of premium consumers remains relatively consistent from July
- The weighted average age of premium consumers is about 40 years.
- Total household income for premium consumers is consistent from July
- Access to Computers
- More than 80% of premium consumers use computers either at work, at home, or both.
- About 3 out of 4 premium consumers have access to the internet and almost 90% of those that use computers. ł

Age of Premium Smokers

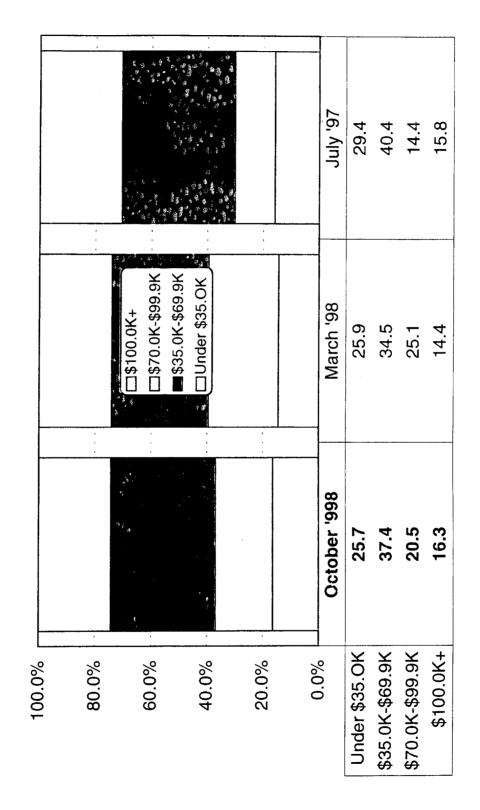


Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

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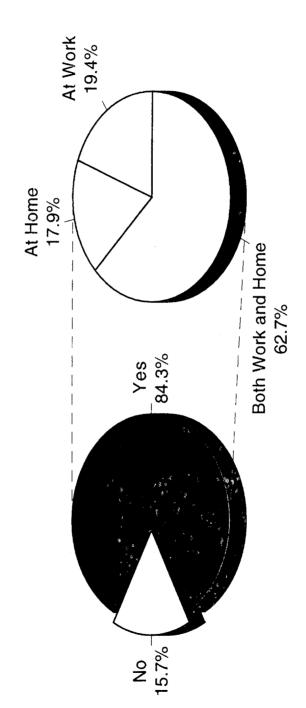
HH Income of Premium Smokers



区 Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

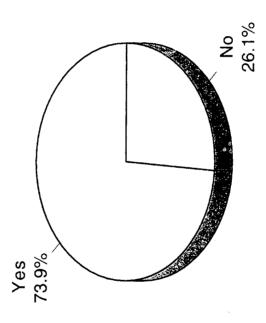
Access to Computers

Computer Usage and Location of Computer(s)



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Internet Access Among All Premium Smokers



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98



Summary of Key Findings Consumer Definition and Awareness

The majority of premium smokers were introduced to cigars by friends.

Premium smokers' attitudes have stabilized, which is indicative of maturation into the category of "boom" smokers. The proliferation of brands in the premium category has almost leveled

Macanudo continues to dominate in terms of awareness among premium smokers.



Consumer Usage Trends and Purchase Behavior Summary of Key Findings

The perception that Macanudo is a starter cigar is not apparent in this data.

previous measurements, as they may be settling into more loyal brand sets. Premium consumers have changed their primary brand less in 1998 than in

Macanudo continues to dominate, in terms of primary brand share among premium smokers.

Cohiba receives the highest rating in terms of "best brand ever smoked", eclipsing Macanudo.



Consumer Usage Trends and Purchase Behavior Summary of Key Findings

There are several indications of increased cross-over behavior among premium smokers.

individually, an increasing number claim to be purchasing by the box. This While the majority of premium smokers continue to purchase their cigars appears to be driven by price. About 70% of premium smokers indicate they purchase from a tobacco store most-often. About 20% of these consumers indicate their tobacconist is an outlet.

Computer and Internet usage is extremely high among premium consumers.

Premium Conclusions

- Macanudo's continued dominance in terms of awareness and usage should be used as a leverageable asset by General Cigar Company.
- information from tobacconists and peers, communication efforts should exploit Realizing that the majority of premium consumers receive their cigar this dynamic.
- premium consumers due to the high incidence level of internet access among The Internet is a growing medium and opportunity for communicating with our consumers.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309

AND			
In the matter of the Trademark Re For the mark COHIBA Date registered: June 6, 1995			
EMPRESA CUBANA DEL CUBATABACO,		: : :	
v.	Petitioner,	: : :	Cancellation No. 92025859
GENERAL CIGAR CO., INC.,		:	
	Respondent.	:	
		: x	

PARTY: RESPONDENT

For the mark COHIBA

Date registered: February 17, 1981

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 29



December 1998

Mass-Market Assessment

Qualitative Research

Objective

The primary objective is to explore the consumer and observe any potential changes in consumer behavior for validation in quantitative research.

Cross-Over Behavior

premium brands, manufacturers, or differentiation points between mass-market and cigars. Most of these consumers do not appear to have significant awareness of Several consumers indicate they are smoking both mass-market and premium premium cigars.



There is further indication of cross-over behavior among mass-market consumers. The bulk of these consumers still appear to be smoking predominantly larger volumes of mass-market cigars.

Cross-Over Behavior Motivations

mass-market consumers smoke premium brands on "occasions", but not necessarily "special occasions" and higher prices may keep them from smoking premium cigars The reasons for cross-over behavior seem to vary. It appears that some exclusively.



consumers definitely view their premium cigar experience as something more special than their mass-market cigars, while some simply view it as adding variety to their occasions. These occasions vary from special occasions such as parties and Consumers' reasons for smoking premium cigars appear to revolve around weddings or simply a special cigar for the weekend. It appears that some smoking patterns.

Brand Behavior

smokers appear to remain relatively brand loyal. Most of these consumers indicate they only purchase outside of their brand when their cigar is unavailable or on rare occasions simply for a change. However, these consumers indicate they always With the exception of those participating in cross-over behavior, mass-market return to their primary brand.



primary mass-market brand. These consumers seem to have secondary brands that they are consistently aware of. However, they smoke these brands typically behavioral patterns. There doesn't appear to be much usage outside of their The traditional mass-market smoker does not appear to be changing their only as substitutes to their primary cigar.

Perception of Size

* It appears that there is no direct correlation between cigar size and quality among preference and a cigar that is larger or smaller (in terms of length or ring gauge) mass-market consumers. The size of a cigar seems to be a matter of personal does not enhance the tangible attributes of their smoking experience.



mass-market. However, it does not seem to add any value to the perception of the There certainly appears to be a niche market for larger ring gauge cigars in the cigar. It is merely an issue of preference.

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Perception of Wrapper Color

candela wrappers appears relatively high among mass-market consumers and has mass-market consumers. It appears that most have the belief that the darker the wrapper, the stronger flavor the cigar will possess. However, the awareness of The impact of wrapper color on a cigar seems somewhat ambiguous among an inherent negative connotation attached.



"natural". If the wrapper has a "natural" color, they feel secure in that it is all tobacco Darker wrappers do not appear to add value to a cigar for mass-market consumers. versus paper. It appears that mass-market consumers view candela wrappers as It seems that most mass-market consumers simply want their wrapper to appear "unnatural".

Need for Cigar Information

This group of consumers did not claim to be cigar information seekers. However, it seems that consumer reaction to the Don Sebastian in-pack brochure is extremely positive. These consumers indicate the educational information (i.e. how to light and cut the cigar, etc.) in the brochure was compelling and helpful.



and the inherent lack of desire to seek information, or the fact that consumers do not While we know that a good portion of mass-market consumers do not actively seek information if it is given to them. This seems to be due to either lack of enthusiasm cigar information like their premium counterparts, they do seem to appreciate the know where to find information about cigars.

Promotions

- these consumers. Those that did not like the concept mainly indicated they did not because it thought was too much effort. This was somewhat heard from those that found the promotion compelling as well. Others indicated that they prefer their cigar promotions to include cigar The concept of a "free movie" offer from Garcia y Vega received polarizing reactions from would require them to participate in a rebate, in which some of them distrusted and others merchandise or something that can add value to the experience of smoking the cigar.
- appeared compelling to consumers. These consumers indicated this because they could find use for the tin or box as either future storage for their cigars or other miscellaneous items, The promotional concepts of a special "tin collector's box" or a "wooden collector's box" such as fishing accessories.
- The promotional concept for the Father's Day gift pack by Don Sebastian seemed compelling Consumers indicated the inclusion of cigar accessories (lighter and cutter) to consumers. was important.



consistently indicated that the offer in the promotion was most compelling if it somehow enhanced their apparent that the promotions that are most intriguing are those that are simple to participate in and provide for instant gratification. Consumers consistently indicated dissatisfaction with rebate-type cigar smoking experience, as in the inclusion of cigar accessories or tied into the activities they It appears that consumers are interested in special promotions with their cigars. It seems very promotions, in which they had to mail something in and wait for their award. Consumers also participate in when smoking cigars.

Reaction to Garcia Y Vega Large Ring Packaging

The packaging mock-ups for Garcia y Vega large ring gauge consistently appear to communicate quality to mass-market smokers both because of the brand halo of Garcia y Vega and the execution of the packaging.

IMPLICATION

communication of the Garcia y Vega Large Ring Gauge packaging to consumers. Consumers also consistently indicated the execution of the mock-ups inferred Brand Garcia y Vega appears to continue to resonate quality to mass-market consumers. This correlation between brand and quality was apparent in the quality.

Conclusions

- Mass-market smokers do not appear to be making any dramatic changes to their continues to escalate. This will likely bode well for Don Sebastian and other high typical consumption and purchase behaviors of mass-market cigars. However, it appears that the phenomenon of premium usage among mass-market smokers quality mass-marketed handmade cigars.
- enhanced by including educational information to consumers that otherwise would not information provided to consumers in the Don Sebastian in-pack brochure appears to This group of consumers did not claim to be cigar information seekers. However, the be substantially compelling to consumers. Future direct marketing efforts may be
- There is a consumer niche for a larger ring gauge cigar in the mass-market. However, concept for Garcia y Vega Large Ring seems to communicate quality to mass-market it appears to be a matter of personal preference for each consumer. The packaging consumers.

Conclusions

- premium consumers. It seems that mass-market consumers want their wrapper color Wrapper color does not appear as relevant to mass-market consumers as it is for to appear "natural".
- Consumers seem to be very interested in promotions. However, it is apparent that the most effective types of promotions would be somehow associated with their cigar smoking (either experientially or through accessories) and should be instantly redeemable.

Research Implications

- objective for the remainder of 1999. It should have effects on distribution strategies for both mass-market and premium products for 2000, especially as the tobacco Understanding the dynamics of cross-over behavior is the most critical research outlet channel of distribution continues to expand.
- gauged cigars will help identify the opportunity for Garcia y Vega Large Ring, in The percent of mass-market consumers that prefer larger versus smaller ring addition to performance data of AyC Large.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309

AND			
In the matter of the Trademark Refor the mark COHIBA Date registered: June 6, 1995			
EMPRESA CUBANA DEL CUBATABACO,		: :	
v.	Petitioner,	: : :	Cancellation No. 92025859
GENERAL CIGAR CO., INC.,		:	
	Respondent.	:	

PARTY: RESPONDENT

For the mark COHIBA

Date registered: February 17, 1981

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 31

Estimates Market Size

Mass-Market and Premium

Methodology

- Incidence data collected by The NPD Group, Inc. among representative sample of U.S. Households. Sample consists of 75,000 households nationwide.
- Incidence data cross-referenced with data from the Attitudes and Usage Survey, conducted by The NPD Group, Inc., to yield consumption estimates for both mass-market and premium consumers.
- Formula
- Total U.S. Households x Percent of Smoker HH = Total Smoker HH
- Total Smoker HH x Percent of Smoker HH Premium = Total Premium HH
- Total Smoker HH Total Premium HH = Total Mass-Market HH
- Total Premium HH Crossover HH = Premium Only HH
- Total Mass-Market HH Crossover HH = Mass Only HH
- Premium Only HH x Consumption Rate = Total Premium Consumption Estimate
- Mass Only HH x Consumption Rate = Total Mass-Market Consumption Estimate

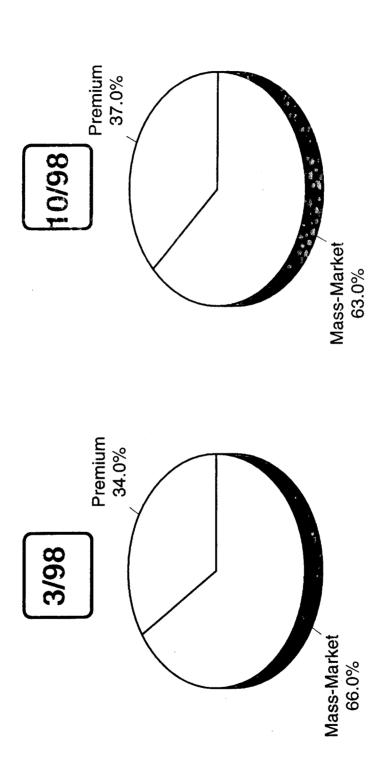
Sources: The NPD Group, Inc., Cigar Smoker HH Incidence Measurement, 10/98

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Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

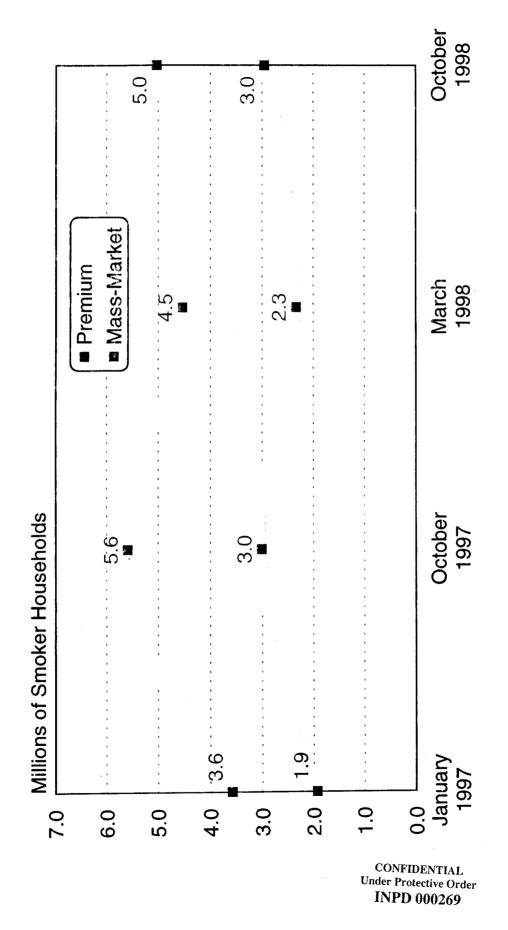
Premium vs. Mass-Market Incidence

HH in which smoker's primary brand is Premium or Mass



The natural incidence of premium and mass-market smoker households allows us to divide these smoker households appropriately

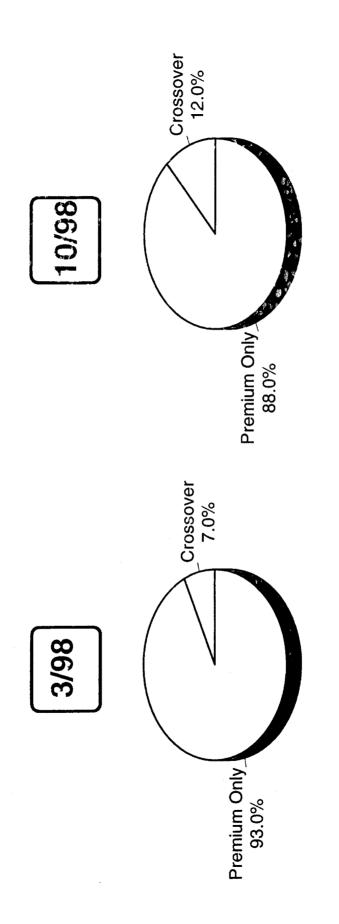
Classification of Smoker Households Premium vs. Mass-Market



Line denotes range of smoker households

Sources: The NPD Group, Inc., Cigar Smoker HH Incidence Measurement, 10/98; U.S. Census Data

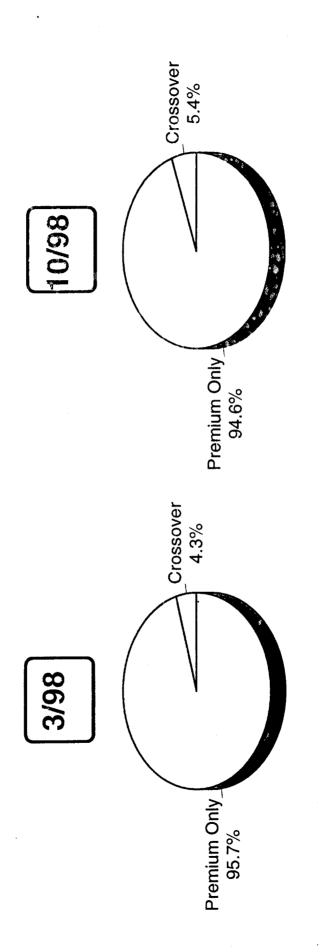
Eliminating Crossover Smokers Premium Households



While we know that these smokers exist and consume cigars, we removed them from our volume estimate in the interest of consistency, due to lack of understanding of their specific behavior

Eliminating Crossover Smokers

Mass-Market Households

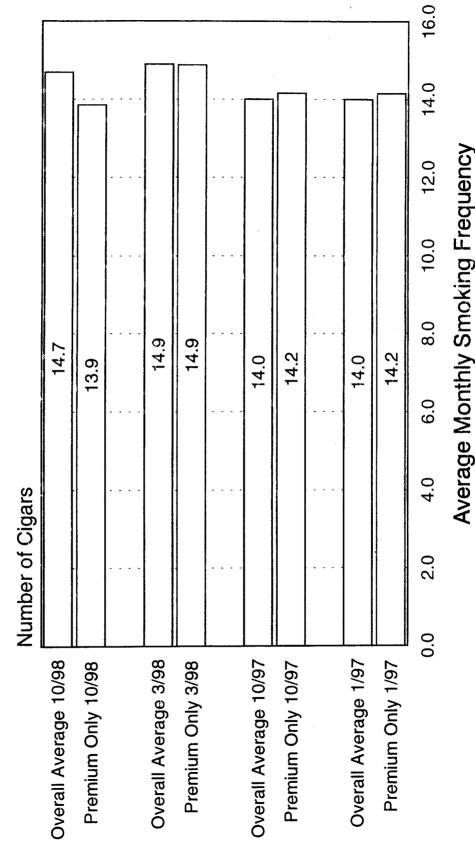


While we know that these smokers exist and consume cigars, we removed them from our volume estimate in the interest of consistency, due to lack of understanding of their specific behavior

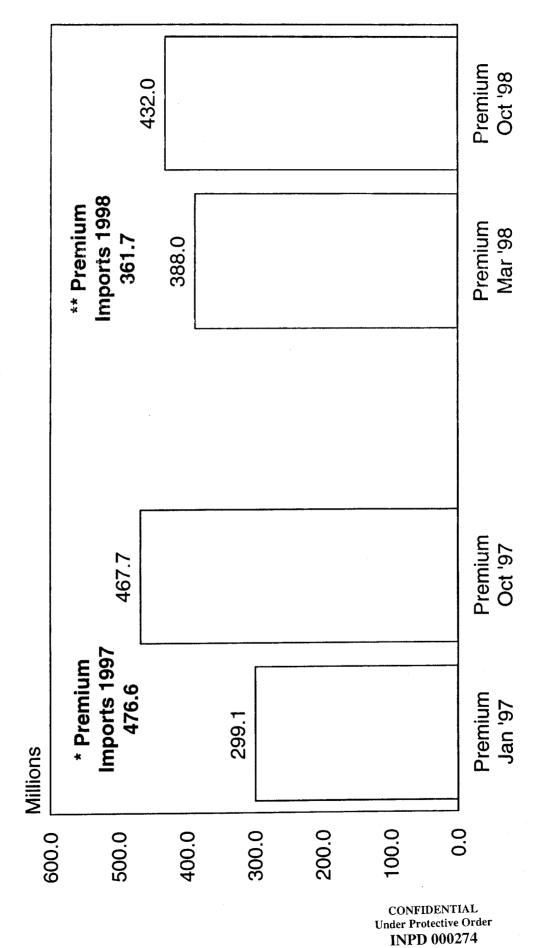
Consumpti

Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Removing Crossover Smokers Affect on Frequency All Premium Users vs. Premium Only Users



Consumption Estimate for Premium Cigars Range Based on Rolling Incidence



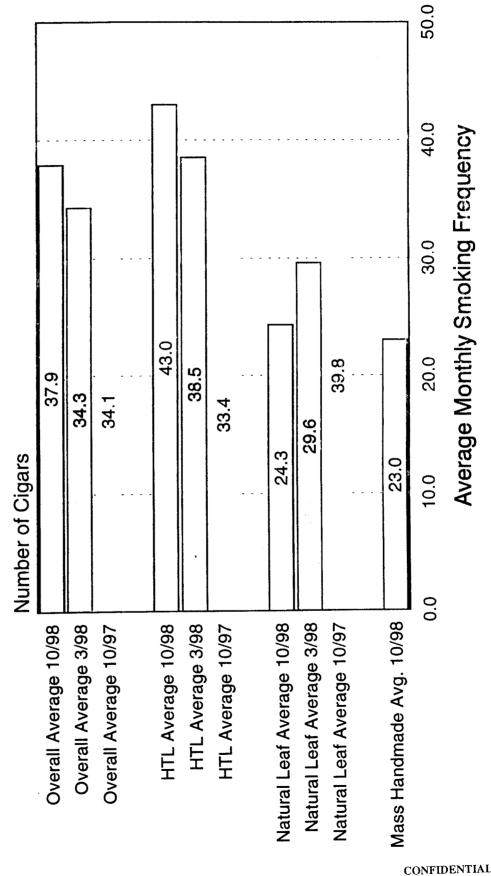
* CAA Import Data from Eight Key Supplier Countries less GyV Class H Imports

Sources: The NPD Group, Inc., Cigar Smoker HH Incidence Measurement, 10/98; Attitudes and Usage Survey, 10/98 ** CAA YTD Import Data from Eight Key Supplier Countries projected for Ifull year ess GyV Class H Imports

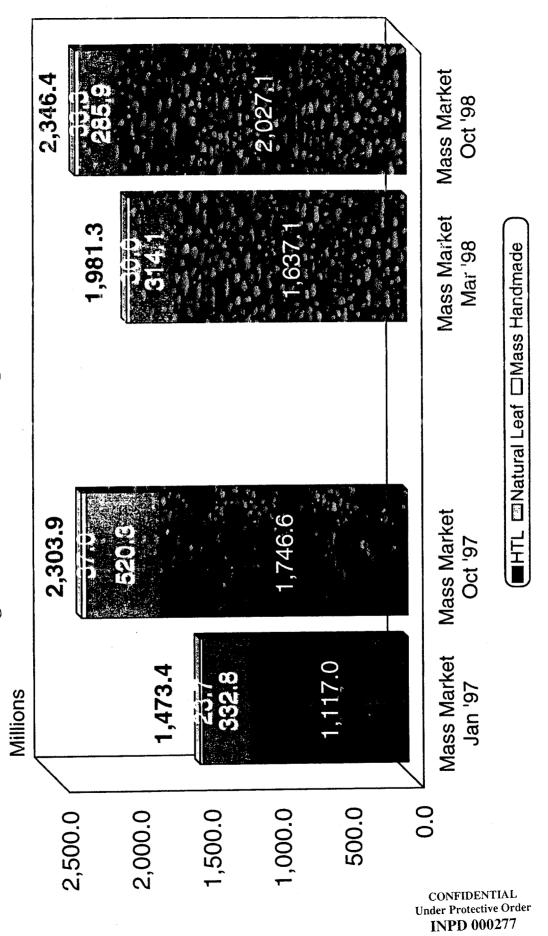
5

Mass-Market Cigars Consumpti

Removing Crossover Smokers Affect on Frequency Mass-Market Only Users by Product Segment



Consumption Estimate for Mass-Market Cigars Range Based on Rolling Incidence



Conclusions

- consumers. However, there is no clear indication of what is driving the apparent Overall, mass-market smoking frequency has increased, driven by HTL decline in smoking frequency among natural leaf segment consumers.
- It is critical to capture behavior at the mass-market sub-category level in the upcoming consumer behavior tracking study due to the potential implications of this behavior on future marketing strategies.
- including the slowing proliferation of brands, consistent attitude and tenure There are several indications of stabilization within the premium market, patterns, and consistent consumption.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309

AND			
In the matter of the Trademark Re For the mark COHIBA Date registered: June 6, 1995			
EMPRESA CUBANA DEL CUBATABACO,	TABACO, d.b.a.	: :	
v.	Petitioner,	: : :	Cancellation No. 92025859
GENERAL CIGAR CO., INC.,		:	
	Respondent.	:	
		: v	

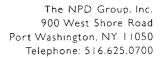
PARTY: RESPONDENT

For the mark COHIBA

Date registered: February 17, 1981

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 32





CIGAR ATTITUDE & USAGE STUDY

PREMIUM BRAND USERS

Banner 1

Prepared For:

General Cigar

Prepared by:

The NPD Group, Inc.

April, 1998

NPD Job # Y4VX007-1





The NPD Group, Inc. 900 West Shore Road Port Washington, NY 11050 Telephone: 516.625.0700

Cigar Attitude & Usage Study Methodology

Background and Objectives:

The objectives of this study were to develop an in-depth understanding of consumer attitudes and usage of premium and domestic cigar brands.

Methodology and Sample:

The survey was conducted via telephone, using computer assisted telephone interviewing (CATI) among 1200 cigar smokers. Because incidence of cigar smoking is low, the sample was pre-screened utilizing Insta-Vue, The NPD Group's monthly omnibus mailer, to pinpoint adults who smoke at least one cigar per month. The Insta-Vue was mailed to 75,000 nationally representative households in October, 1997.

Key areas of questioning included:

- Smoking behavior
- Brand awareness and usage
- Shopping behavior
- Brand characteristics and perceptions
- Attitudes towards cigars and cigar smoking
- Sources of information about cigars
- Advertising awareness
- Cigar accessories owned

Data Processing:

Two banners of tabulations were run filtered by Premium vs. Domestic most often brand users.

Table 1
Q.1 SEC.A Approximately How Many Years Have You Been Smoking Cigars?

																	=====	======	=====	======	=====
				KING T		(NC	NG FRE	ONAL)					SE				TRADI		DRUG/ GRO-		
		TOTAL PRE-	2 Years	1	11 OR	1 OR LESS	2-3	4+	SMOK =====	======	T OFTEN	TOB.	TIONAL ACCO DUCTS	AGF	OF SM	UKED	-TION -AL		CON- VENI-	/CIGAR BAR/	
		MIUM	OR LESS	YEARS	MORE YEARS	WEEK	PER WEEK	PER WEEK			ARTURO FUENTE			=====	=====	=====	ACCO	ACCO	DIS-	SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Res	pondents	408	101 100.0	186 100.0	121 100.0	105 100.0	50 100.0 12.3	60 100.0	80 100.0	16 100.0	28	144 100.0	264	174 100.0	195 100.0	37	233 100.0	60 100.0	27 100.0	6 100.0	52 100.0
Two years or le	ss	101 24.8 100.0	101 100.0 100.0	-	-	35 33.3 34.7	7 14.0 6.9	13 21.7 12.9	22 27.5 21.8	3 18.8 3.0	7 25.0 6.9	31 21.5 30.7	70 26.5	60 34.5 59.4	37 19.0	3 8.1 3.0	65 27.9 64.4	14.7 15 25.0 14.9	6.6 5 18.5 5.0		6
3-10 Years (Net	<u>)</u>	186 45.6 100.0		186 100.0 100.0	-	47 44.8 25.3	29 58.0 15.6	24 40.0 12.9	34 42.5 18.3	10 62.5 5.4	16 57.1 8.6	64 44.4 34.4	122 46.2	102 58.6 54.8	76 39.0 40.9	7 18.9 3.8	108 46.4 58.1	28 46.7 15.1	11 40.7 5.9		5.9 19 36.5
3-5 years		117 28.7 100.0	-	117 62.9 100.0		32 30.5 27.4	18 36.0 15.4	12 20.0 10.3	22 27.5 18.8	9 56.3 7.7	13 46.4 11.1	42 29.2 35.9	75 28.4 64.1	74 42.5 63.2	41 21.0 35.0	1 2.7 0.9	71	19 31.7 16.2	5 18.5 4.3	2	10.2 11 21.2 9.4
6-10 years		69 16.9 100.0		69 37.1 100.0	- - -	15 14.3 21.7	11 22.0 15.9	12 20.0 17.4	12 15.0 17.4	1 6.3 1.4		22 15.3 31.9	47 17.8 68.1	28 16.1 40.6	35 17.9 50.7	6 16.2 8.7	37 15.9 53.6	9 15.0 13.0	6 22.2 8.7	1	8 15.4 11.6
11+ Years (Net)		121 29.7 100.0	-		121 100.0 100.0	23 21.9 19.0	14 28.0 11.6	23 38.3 19.0	24 30.0 19.8	3 18.8 2.5	5 17.9 4.1	49 34.0 40.5	72 27.3 59.5	12 6.9 9.9	82 42.1 67.8	27 73.0 22.3	60 25.8 49.6	17 28.3 14.0	11 40.7 9.1	2 33.3	27
11-14 years	CON Under	12 2.9 100.0	-	- - -	12 9.9 100.0	1 1.0 8.3	1 2.0 8.3	- - -	3.8 25.0	-	7.1 16.7	2 1.4 16.7	10 3.8 83.3	6 3.4 50.0	6 3.1 50.0	-	6 2.6 50.0	3 5.0 25.0	1 3.7 8.3	-	1 1.9 8.3
15-19 years	CONFIDENTIAL UnderProtective Or INPD 011173	21 5.1 100.0	-		21 17.4 100.0	5 4.8 23.8	8.0 19.0	1 1.7 4.8	7 8.8 33.3	1 6.3 4.8	1 3.6 4.8	9 6.3 42.9	12 4.5 57.1	5 2.9 23.8	16 8.2 76.2	- -	13 5.6 61.9	1 1.7 4.8	3 11.1 14.3	1 16.7 4.8	3 5.8 14.3

NPD Custom Research

Table 1
Q.1 SEC.A Approximately How Many Years Have You Been Smoking Cigars?

																=====		=====		=====
		SMO	CING TI	ENURE		NG FREG N-SEASO		_			US	_				TRADI		CERY/	REST- AURANT	
		====:		=====	1 00	=====:	=====	-	IGAR BI			TIONAL				-TION			/CIGAR	
	TOTAL	V		11 00	1 OR	2 2				TOFTEN	TOBA					-AL		VENI-		
	TOTAL		7 10	11 OR			4+					DUCTS		OF SMC		TOB-	TOB-		SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER			ARTURO							ACCO		CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====
Base: Total Respondents	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
20+ years	88	•		88	17	_			2				1	60	27	41	13	7	1	23
	21.6	-	-	72.7		18.0				7.1	26.4	18.9	0.6	30.8	73.0	17.6	21.7	25.9	16.7	44.2
	100.0	-	-	100.0	19.3	10.2	25.0	15.9	2.3	2.3	43.2	56.8	1.1	68.2	30.7	46.6	14.8	8.0	1.1	26.1
Sigma	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
•	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0					12.3								47.8		57.1		6.6		12.7
	,,,,,						, , , ,													
Mean Base	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
Mean	10 31	1 61	5 72	24 63	8 72	9.80	14 87	0 23	6 81	7 04	10 88	10 00	4 53	12 07	28 65	R On	10.10	12 03	10 83	17 //
nean	10.51	1.01	J.12	24.03	0.12	7.00	14.01	7.23	0.01	7.04	10.00	10.00	4.,,	12.01	20.05	0.70	10.10	12.73	10.03	11.44
Standard Deviation	11.19	0.57	2.61	10.54	10.85	9.33	15.31	9.19	7.12	10.42	10.88	11.37	3.62	10.00	16.96	9.71	11.32	12.27	10.57	15.15
Standard Error	0.55	0.06	0.19	0.96	1.06	1.32	1.98	1.03	1.78	1.97	0.91	0.70	0.27	0.72	2.79	0.64	1.46	2.36	4.32	2.10

STORE	PURCH/	SE	CIGARS
AT	MOST	OF1	EN

																	Α.	11031 0	FIEN	
																=====	======	=====	======	=====
		SMC	KING 1	ENURE	(NC	ON-SEAS	EQUENCY SONAL)					JSE				TRADI			REST-	
	PRE-	YEARS OR LESS	3-10	MORE	1 OR LESS PER	2-3 PED	4+	SMOK ===== MACA- NUDO	PART- AGAS	T OFTEN	PRO	NO	AGE =====	75 5/	=====	-TION -AL TOR-		CON- VENI-	CDODT	
Base: Total Respondents	408 100.0		186 100.0	121 100.0	105	50	60	80	16	28 100.0	144 100.0	264 100.0	174 100.0	195	37	233	60	=====	======	52
Yes	192 47.1		86 46.2	61 50-4		-	-	46 57.5 24.0	6 37.5	11 39.3	61 42.4	64.7 131 49.6 68.2	83 47. 7	96 49.2	12	109	26	6.6 11 40.7	1.5	12.7 29 55.8
No	216 52.9 100.0	56 55.4 25.9	53.8	49.6	105 100.0 48.6	100.0	100 0	/2.5	10 62.5 4.6	17 60.7	83 57.6	133 50.4 61.6	91 52.3	99 50.8	25 67.6	124	34 56.7		2	15.1 23 44.2
Sigma	408 100.0 100.0	101 100.0 24.8	100.0	100.0	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	400 0	16 100.0 3.9	28 100.0	144 100.0		174 100.0	195 100.0	37	233 100.0	15.7 60 100.0 14.7	27 100.0	6	100.0

Table 3
Q.3a/3b SEC.A In A Typical Week, How Many Cigars Do You Smoke?

																	=====			======	=====
			=====	KING TE		(NOI	NG FREG	ONAL)		IGAR BI			IONAL				TRADI		CON-	AURANT /CIGAR	
		TOTAL	2 YEARS		11 OR	1 OR LESS	2-3	4+			T OFTEN	TOB <i>A</i> PROD	UCTS	AGE	OF SMC	KER	-AL TOB-	TOB-	VENI- ENCE/	SPORT	
		PRE-	OR			PER WEEK	PER	PER			ARTURO FUENTE				====== 35-54			ACCO	DIS-	CLUB/ EVENT	MAIL
		MIUM	LESS	TEAKS	1EAK5						=====		NO =====							=====	=====
Base: Amount Of Ci Does Not/Don't Kno The Season Of Year	w If Vary By		56 100.0 25.9	100.0	60 100.0 27.8			100.0			100.0	100.0	133 100.0 61.6		99 100.0 45.8	25 100.0 11.6	124 100.0 57.4	34 100.0 15.7	16 100.0 7.4	2 100.0 0.9	100.0
Less than 1 cigar		1 0.5 100.0	-	1 1.0 100.0		1 1.0 100.0	- - -	-	-	-	• • •	-	0.8 100.0	1 1.1 100.0	-	- - -	- - -	1 2.9 100.0		-	-
1 cigar		104 48.1 100.0		46.0			-	-	21 61.8 20.2		41.2		56 42.1 53.8	60 65.9 57.7	35 35.4 33.7	9 36.0 8.7	63 50.8 60.6	19 55.9 18.3	43.8	50.0	
2-3 cigars		50 23.1 100.0		29.0		-	50 100.0 100.0	-	9 26.5 18.0	30.0	41.2		29 21.8 58.0	16 17.6 32.0	31 31.3 62.0	3 12.0 6.0	35 28.2 70.0	6 17.6 12.0	6.3	-	2 8.7 4.0
4+ Cigars (Net)		60 27.8 100.0		24.0	38.3	-		60 100.0 100.0	11.8		17.6		46 34.6 76.7	14.3			25 20.2 41.7		50.0	50.0	
4-5 cigars	C Und I	24 11.1 100.0	6 10.7 25.0	15.0	5.0	-	-	24 40.0 100.0		20.0	11.8	7.2		11.0	11 11.1 45.8	3 12.0 12.5	12 9.7 50.0	2.9		50.0	
6-10 cigars	CONFIDENTIAL UnderProtective Ord INPD 011176	19 8.8 100.0	7.1	5.0	16.7	٠ -	- -	19 31.7 100.0	2.9				14 10.5 73.7	1.1	15 15.2 78.9		6 4.8 31.6	8.8	18.8	-	6 26.1 31.6
11-20 cigars	NTIAL tve Orde 1176	4.2 100.0	1.8		6.7		-	9 15.0 100.0	-	. .	- -	2.4 22.2	7 5.3 77.8		4.0 44.4			5.9	6.3	- -	2 8.7 22.2

Table 3
Q.3a/3b SEC.A In A Typical Week, How Many Cigars Do You Smoke?

																		11031 0		
																=====	======		======	=====
					OHOUT	10 505	aucuau											DRUG/		
							QUENCY											GRO-	REST-	
		SMOI	KING T	ENURE	(NOI	1-SEAS	ONAL)				US	SE				TRAD I		CERY/	AURANT	
		=====	=====	=====	=====	=====	=====	C	IGAR B	RAND	ADDII	IONAL				-TION		CON-	/CIGAR	
		2			1 OR			SMOK	ED MOS	T OFTEN	TOBA	ACCO.				-AL		VENI-		
	TOTAL	YEARS		11 OP	LESS	2-3	4+			======		UCTS	ACE	OF SMO	סארם		TOB-		SPORT	
	PRE-		7 10	MORE		PER										_				
							PER			ARTURO							ACCO	DIS-	,	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====
Base: Amount Of Cigar Smoking	216	56	100	60	105	50	60	34	10	17	83	133	91	99	25	124	34	16	2	23
Does Not/Don't Know If Vary By	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
					48.6															10.6
				2							501	01.0	72.1	43.0	11.0	21.4	,,,,		0.7	10.0
21+ cigars	8	2	-	6	-	-	8	1	-	-	1	7	-	3	5	4	2	2	-	-
	3.7	3.6	-	10.0	-	-	13.3	2.9	-	-	1.2	5.3	_	3.0	20.0	3.2	5.9	12.5	-	-
	100.0	25.0		75.0	-	-	100.0	12.5	_		12.5			37.5						_
								,				01.5		5, .5	02.5	50.0	23.0	23.0		
Don't know	1	1	-	-	•	-	-	-	-	•	-	1	1	-	-	1	-	-	-	-
	0.5	1.8	-	-	-	-	-	-	-	-	-	0.8	1.1	-	-	0.8	-	-	-	-
	100.0	100.0	•	-	-	-	-	-	-	-	-	100.0	100.0	-		100.0	-	-	-	-
Sigma	216		100	60		50			10		83	133	91	99	25			16	2	23
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	46.3	27.8	48.6	23.1	27.8	15.7	4.6	7.9	38.4	61.6	42.1	45.8	11.6	57.4	15.7	7.4	0.9	10.6
Mean Base	215	55	100	60	105	50	60	34	10	17	83	132	90	99	25	123	34	16	2	23
Mana	,	7 70	2.07	7 70	0 00	2.7/	44 05		7 00	2 22		<i></i>	4 00			7 00			2 50	
Mean	4.37	3.78	2.93	7.30	0.99	2.36	11.95	2.44	3.00	2.29	2.66	5.44	1.92	4.73	11.60	3.90	4.15	8.06	2.50	5.52
Standard Deviation	8.35	8.67	3.54	12.26	0.10	0.48	13.06	4.21	2.83	1.61	3.92	10.06	2.03	7.59	17.13	8.97	6.58	12.86	2.12	4.83
Standard Error	0.57	1.17	0.35	1.58	0.01	0.07	1.69	0.72	0.89	0.39	0.43	0.88	0.21	0.76	3.43	0.81	1.13	3.21	1.50	1.01

Table 4
Q.4a1/4a2 SEC.A Typically, During The Warmer Weather, How Many Cigars Do You Smoke Per Week?

																	=====	======		======	=====
		707.11	2	KING TI	=====	(NO ===== 1 OR		ONAL)	SMOK		OFTEN	TOBA	IONAL				TRADI -TION -AL		CON- VENI-	AURANT /CIGAR BAR/	
		PRE-	YEARS OR	3-10	11 OR MORE	PER	2-3 PER	4+ PER			ARTURO		UCTS		OF SMC			TOB- ACCO	ENCE/	SPORT CLUB/	MAIL
		MIUM =====		YEARS	-			WEEK	NUDO	AGAS	FUENTE		NO =====		35-54 =====			OUTLET	COUNT	EVENT	ORDER
Base: Amount C Does Vary By T Year	Of Cigar Smoking The Season Of	192 100.0 100.0	100.0	86 100.0 44.8		- -	- -		46 100.0 24.0	100.0	11 100.0 5.7	61 100.0 31.8	131 100.0 68.2	83 100.0 43.2	96 100.0 50.0	12 100.0 6.3	109 100.0 56.8	26 100.0 13.5	11 100.0 5.7	4 100.0 2.1	29 100.0 15.1
O cigars		6 3.1 100.0	3 6.7 50.0	2.3		-	- - -	-	4.3 33.3	-	1 9.1 16.7	3 4.9 50.0	3 2.3 50.0	3.6 50.0	3 3.1 50.0	•	6 5.5 100.0	- -	-	-	- -
1 cigar		73 38.0 100.0	42.2	41.9	29.5	-	- - -	-	21 45.7 28.8	33.3	4 36.4 5.5	21 34.4 28.8	52 39.7 71.2	39 47.0 53.4	29 30.2 39.7	33.3 5.5	42 38.5 57.5	12 46.2 16.4		3 75.0 4.1	7 24.1 9.6
2 cigars		41 21.4 100.0		18.6	26.2		· -	- - -	12 26.1 29.3	33.3	2 18.2 4.9	12 19.7 29.3	29 22.1 70.7	18 21.7 43.9	20 20.8 48.8	3 25.0 7.3	23 21.1 56.1	8 30.8 19.5	4 36.4 9.8	1 25.0 2.4	1 3.4 2.4
3-5 cigars		54 28.1 100.0	26.7	30.2	26.2	-	· -	-	19.6 16.7	16.7	4 36.4 7.4	18 29.5 33.3	36 27.5 66.7	21 25.3 38.9		33.3 7.4	29 26.6 53.7		1 9.1 1.9	- - -	40.5
6-10 cigars	CONI UnderPr INPJ	9 4.7 100.0	-	4.7 44.4	8.2	-	· -		4.3 22.2	16.7	-	4 6.6 44.4	5 3.8 55.6	1 1.2 11.1	7 7.3 77.8	8.3 11.1	6 5.5 66.7	-	- - -	-	2 6.9 22.2
11+ cigars	CONFIDENTIAL UnderProtective Order INPD 011178	7 3.6 100.0	-		8.2	-	 			- - -	-	2 3.3 28.6	5 3.8 71.4	1 1.2 14.3	6.3 85.7		2 1.8 28.6	-		-	
Don't know	AL Order	1.0 100.0		, -	- - -		· ·	 	· •	- - -	- -	1 1.6 50.0	0.8 50.0	-	2.1 100.0	- -	1 0.9 50.0		- -	- - -	3.4 50.0

Table 4
Q.4a1/4a2 SEC.A Typically, During The Warmer Weather, How Many Cigars Do You Smoke Per Week?

																=====	======	=====	:	=====	
																		DRUG/			
						NG FRE						_							REST-		
		SMO	KING T			N-SEAS	-				US	-				TRADI		-	AURANT		
		=====	=====	=====		=====	======		CIGAR B			IONAL				-TION			/CIGAR		
		2			1 OR			SMO	CED MOS	T OFTEN	TOBA	ACCO				-AL		VENI-	BAR/		
	TOTAL	YEARS		11 OR	LESS	2-3	4+	=====	======	======	PROI	DUCTS	AGE	OF SMO	OKER	TOB-	TOB-	ENCE/	SPORT		
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER	
	=====	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	
Base: Amount Of Cigar Smoking	192	45	86	61	_	-	-	46	5 6	11	61	131	83	96	12	109	26	11	4	29	
Does Vary By The Season Of				100.0	-	-	-		100.0	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
Year				31.8	_	_		24.0						50.0		56.8				15.1	
	.00.0	-5.7	44.0	31.0					, ,.,	J.,	31.0	00.2	73.2	30.0	0.5	30.0	13.5	2.1			
Sigma	192	45	86	61	-		_	46	5 6	11	61	131	83	96	12	109	26	11	4	29	
o i gilla				100.0	_	_	_		100.0					100.0				100.0		100.0	
					-	_	_														
	100.0	23.4	44.0	31.8	-	-	-	24.0	3.1	5.7	31.8	08.2	43.2	50.0	6.3	56.8	13.5	5.7	2.1	15.1	
Mana Bana	400											470		٠.,		400	•			20	
Mean Base	190	43	86	61	•	-	-	46	6	11	60	13 0	83	94	12	108	26	11	4	28	
Mean	3.01	1.77	3.06	3.82	-	-	-	2.09	2.83	2.18	2.88	3.07	2.11	3.87	2.67	2.58	1.85	6.00	1.25	4.93	
Standard Deviation	4.63	1.09	5.72	4.31	-	-	-	1.93	3 2.14	1.66	3.24	5.16	2.36	6.06	1.87	3.06	0.97	14.61	0.50	4.64	
Standard Error	0.34	0.17	0.62	0.55	-	-	-	0.28	3 0.87	0.50	0.42	0.45	0.26	0.62	0.54	0.29	0.19	4.40	0.25	0.88	

Table 5
Q.4b1/4b2 SEC.A How Many Do You Smoke Per Week In Colder Weather?

																	=====	======	======	======	=====
				CING TE		(NO	NG FRE N-SEAS	ONAL)	С	IGAR BI	RAND	US ADD I T					TRADI			REST- AURANT /CIGAR	
		TOTAL PRE-	2		11 OR MORE	1 OR	2-3 PER	4+ PER	SMOK	ED MOS	T OFTEN	TOBA PROD	CCO UCTS		OF SMO		-AL TOB- ACCO	TOB- ACCO	VENI- ENCE/ DIS-		MAIL
		MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES =====	NO	18-34	35-54 =====	55+	SHOP	OUTLET		EVENT	ORDER
Base: Amount Of Does Vary By Th Year	f Cigar Smoking ne Season Of	192 100.0 100.0		86 100.0 44.8	61 100.0 31.8	- - -	-	-	46 100.0 24.0	6 100.0 3.1	11 100.0 5.7	61 100.0 31.8	131 100.0 68.2	83 100.0 43.2		12 100.0 6.3		100.0	11 100.0 5.7		29 100.0 15.1
O cigars		10 5.2 100.0	8.9 40.0	2.3 20.0	4 6.6 40.0	- - -	- -	- - -	5 10.9 50.0	-	- - -	4 6.6 40.0	6 4.6 60.0	5 6.0 50.0	5 5.2 50.0	- - -	5 4.6 50.0	3.8	9.1 10.0	- - -	2 6.9 20.0
1 cigar		120 62.5 100.0				-	· -	- -	30 65.2 25.0			28 45.9 23.3	92 70.2 76.7	58 69.9 48.3	55 57.3 45.8	6 50.0 5.0	69.7	69.2		75.0 2.5	7.5
2 cigars		23 12.0 100.0	6.7	11.6		-	· .		8.7 17.4		18.2		13 9.9 56.5	5 6.0 21.7		2 16.7 8.7	7 6.4 30.4	7.7	18.2	-	10 34.5 43.5
3-5 cigars		25 13.0 100.0		15.1			· ·	- - -	10.9 20.0	-	- - -	14 23.0 56.0		14 16.9 56.0		1 8.3 4.0		15.4	9.1	25.0	
6-10 cigars	Un	7 3.6 100.0		1 1.2 14.3			- ·	 	2.2 14.3		- -	2 3.3 28.6	3.8			2 16.7 28.6	3.7		- -	-	6.9 28.6
11+ cigars	CONFIDENTIAL iderProtective Ord	2.1 100.0	-	2.3 50.0	3.3		<u>.</u>	- ·	2.2 25.0	<u>.</u>	- - -	1 1.6 25.0		-	3 3.1 75.0	8.3 25.0		3.8	9.1	- - -	3.4 25.0
Don't know	CONFIDENTIAL UnderProtective Order INPD 011180	1.6 100.0	2.2	? -			- - -	 	· ·	· •	 	3.3 66.7	0.8			-		} -	- - -	-	3.4 33.3

Table 5
Q.4b1/4b2 SEC.A How Many Do You Smoke Per Week In Colder Weather?

																=====	======	=====:	======	=====	
		SMO	CING TI	ENURE		NG FRE N-SEAS		c	IGAR B	DANO	U:	SE TIONAL				TRADI		CERY/	REST- AURANT /CIGAR		
		2 YEARS		11 OR		2-3	4+	SMOK	ED MOS	T OFTEN	TOB/ PRO	ACCO DUCTS		OF SMC		-AL TOB-	TOB-	VENI-	BAR/ SPORT		
	PRE- MIUM =====	OR LESS	3-10 YEARS	MORE YEARS	PER WEEK	PER WEEK	PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE		NO =====	18-34	35 - 54 =====			ACCO OUTLET		CLUB/ EVENT	MAIL ORDER	
Base: Amount Of Cigar Smoking Does Vary By The Season Of Year		45 100.0 23.4						46 100.0 24.0	100.0	100.0			83 100.0 43.2		100.0		100.0	100.0	100.0	29 100.0 15.1	
Sigma		45 100.0 23.4	100.0		-	- -		46 100.0 24.0	100.0	100.0			83 100.0 43.2				100.0	100.0	100.0	100.0	
Mean Base	189	44	86	59	-	-	-	46	6	11	59	130	82	94	12	107	26	11	4	28	
Mean	2.20	1.34	2.30	2.68	-	-	-	1.67	1.33	1.18	2.10	2.24	1.39	2.62	4.50	1.69	2.23	6.64	1.50	2.64	
Standard Deviation	4.85	1.06	6.46	3.64	-	-	-	2.14	0.52	0.40	2.11	5.68	0.95	6.38	6.19	1.87	3.97	17.72	1.00	2.82	
Standard Error	0.35	0.16	0.70	0.47	_	-	-	0.32	0.21	0.12	0.27	0.50	0.11	0.66	1.79	0.18	0.78	5.34	0.50	0.53	

Table 6
Q.5a SEC.A Are You Currently Smoking More Than, Less Than Or About The Same As You Were A Year Ago?

																=====		=====	======	=====
			ING TE	NURE	(NON)	G FREQ	NAL)	CI	GAR BR	RAND	US ADD I T					TRADI			REST- AURANT /CIGAR	
	TOTAL PRE- MIUM	OR			PER	PER		===== MACA- NUDO	PART- AGAS	OFTEN ARTURO FUENTE	YES	UCTS	=====	OF SMO ====== 35-54 =====	====	ACCO	TOB-		SPORT CLUB/	MAIL ORDER
Base: Total Respondents		101 100.0 24.8				50 100.0 12.3			16 100.0 3.9		144 100.0 35.3			195 100.0 47.8	37 100.0 9.1		60 100.0 14.7			52 100.0 12.7
More	61 15.0 100.0	21 20.8 34.4				7 14.0 11.5			1 6.3 1.6	5 17.9 8.2	24 16.7 39.3			29 14.9 47.5	1 2.7 1.6	35 15.0 57.4	8 13.3 13.1	3 11.1 4.9	33.3 3.3	13.5
Less	69 16.9 100.0				18 17.1 26.1	-		12 15.0 17.4	3 18.8 4.3		24 16.7 34.8			30 15.4 43.5	7 18.9 10.1	16.3	20.0	4 14.8 5.8		5 9.6 7.2
Same	276 67.6 100.0	63.4	124 66.7 44.9		71.4			53 66.3 19.2	12 75.0 4.3		95 66.0 34.4	181 68.6 65.6		135 69.2 48.9			65.0		66.7	76.9
Don't know/Refused	2 0.5 100.0	1.0	- - -			- - -	- - -	1 1.3 50.0	-	-	1 0.7 50.0		,			0.4 50.0	1.7		- -	•
Sigma ⊂	408 100.0 100.0	100.0			100.0		100.0	100.0		100.0	100.0	100.0	100.0	195 100.0 47.8			100.0	100.0	100.0	100.0

Table 7
Q.5b1/5b2 SEC.A How Many Cigars Were You Smoking Per Week A Year Ago?
- Smoking More Cigars Than A Year Ago -

																	=====	======	=====	FIEN	
			SMO	KING T	ENURE	CNO	ING FRE	CONALS				l	JSE				TRADI		DRUG/ GRO-	REST-	
		PRE-	2 YEARS OR	3-10	11 OR MORE YEARS	1 OR LESS PER	2-3 PFR	4+ PER	SMOK ===== MACA-	PART-	T OFTEN	TOE PRO	ITIONAL BACCO DDUCTS	ACE	OF SM	OKER	-TION		CON-	AURANT /CIGAR BAR/ SPORT CLUB/	
		====	=====	=====	====	=====	#EEK	WEEK =====	NUUU	MUMB	FUENIE	A F G	N/O	10 7/	75 51			OUTLET			
Cigars Than Wa Ago	y Smoking More s Smoking A Year	61 100.0 100.0	21 100.0 34.4	27 100.0 44.3	13 100.0 21.3	12 100.0 19.7	100.0	100.0	14	100.0	5 100.0	24 100.0		31 100.0	29 100 0	100.0	35 100.0	8	3 100.0	2 100.0	7 100.0
O cigars		6 9.8 100.0	5 23.8 83.3	-	1 7.7 16.7	1 8.3 16.7	1 14.3 16.7	-	-	-	1 20.0	1 4.2	5 13.5	2 6.5	4 13.8	-	3 8.6	-	4.9 - -	3.3 1 50.0	11.5
1 cigar		38 62.3	13 61.9	21 77.8	4 30.8	10 83.3	5	3	11	1	16.7 2	16.7 17	21	33.3	66.7 15	-	50.0	-	- 2	16.7	-
_		100.0	34.2	55.3	10.5	26.3	71.4 13.2	30.0 7.9	78.6 28.9	100.0	40.0 5.3	70.8 44.7		74.2 60.5	51.7 39.5	-	62.9 57.9	75.0 15.8	66.7	50.0	• •
2 cigars		8 13.1 100.0		3 11.1 37.5	4 30.8 50.0		1 14.3 12.5	3 30.0 37.5	-	-	1 20.0 12.5	3 12.5 37.5	5 13.5	4 12.9 50.0	4 13.8 50.0	-	4 11.4 50.0	1 12.5	- -	2.6 - -	15.8 - -
3-5 cigars		4 6.6 100.0	1 4.8 25.0	7.4 50.0	7.7 25.0	- - -	-	3 30.0 75.0	-	-	1 20.0 25.0	2 8.3 50.0	2 5.4	1	3 10.3	-	2 5.7	12.5 1 12.5	-	-	1 14.3
6-10 cigars		2	-	_ 1	1	-		1	1		23.0	50.0	50.0	25.0	75.0	-	50.0	25.0	-	-	25.0
Don't know	CC Unde	3.3 100.0	-	3.7 50.0	7.7 50.0	-	-	10.0 50.0	7.1 50.0	-	-		5.4 100.0	-	6.9 100.0	-	2 5.7 100.0	:	-	•	-
	CONFIDENTIAL UnderProtective Ord INPD 011183	4.9 100.0	1 4.8 33.3		2 15.4 66.7	8.3 33.3	- - -	-	2 14.3 66.7	- - -	-	1 4.2 33.3	2 5.4 66.7	1 3.2 33.3	3.4 33.3		2 5.7 66.7		1 33.3 33.3	-	- - -
Sigma	83 o ∑	61 100.0 1 100.0	21 00.0 1 34. 4	27 00.0 1 44.3	13 00.0 1 21.3	12 00.0 19.7	7 100.0 1 11.5	10 100.0 1 16.4	14 100.0 23.0	1 100.0 1.6	5 100.0 1 8.2	24 100.0 39. 3	37 100.0 1 60.7	31 00.0 1 50.8	29	1 100.0 1	75	8 100.0 1 13.1	3	2 100.0 1 3.3	7 100.0 11.5
Mean Base		58	20	27	11	11	7	10	12	1	5	23	35	30	28	-	33	8	2	2	7

NPD Custom Research



Table 7
Q.5b1/5b2 SEC.A How Many Cigars Were You Smoking Per Week A Year Ago?
- Smoking More Cigars Than A Year Ago -

STORE PURCHASE CIGARS
AT MOST OFTEN

																=====	======	=====	:=====	=====
																		DRUG/		
					SMOKIN	IG FREG	QUENCY											GRO-	REST-	
		SMOK	ING TE	NURE	(NON	I-SEAS	ONAL)				US	E				TRADI		CERY/	AURANT	
		=====	=====:	=====	=====	=====	=====	С	IGAR B	RAND	ADDIT	IONAL				-TION		CON-	/CIGAR	
	2222 2222 2222				1 OR			SMOK	ED MOS	TOFTEN	TOBA	CCO				-AL		VENI-	BAR/	
	TOTAL	YEARS		11 OR	LESS	2-3	4+			======		UCTS		OF SMC		TOB-	TOB-	ENCE/	SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	======	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	=====	=====	=====	=====	====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
										_					_			-		-
Base: Currently Smoking More	61	21	27	13	12	7	10			5	24	37	31	29	1	35	8	3	400.0	100.0
Cigars Than Was Smoking A Year	100.0	100.0	100.0	100.0														100.0		100.0
Ago	100.0	34.4	44.3	21.3	19.7	11.5	16.4	23.0	1.6	8.2	39.3	60.7	50.8	47.5	1.6	57.4	13.1	4.9	3.3	11.5
								4 (2	4 00	4 00	4 3/	1 51	1 17	1 71		1.52	1.63	1.00	0.50	1.29
Mean	1.41	1.00	1.52	1.91	0.91	1.00	2.80	1.42	1.00	1.80	1.26	1.51	1.13	1.71	-	1.52	1.03	1.00	0.50	1.27
	4 20	4 00	1 25	1 50	0.30	0.59	1.87	1.44		1.92	0.69	1 56	0.57	1.72		1.46	1.41	0.00	0.71	0.76
Standard Deviation	1.28	1.08	1.25	1.00	0.30	0.56	1.07	1.44	-	1.72	0.07	1.50	0.51	1.12		, . 40		0.00	••••	
Standard Error	0.17	0.24	0.24	0.48	0.09	0.22	0.59	0.42	-	0.86	0.14	0.26	0.10	0.32	-	0.25	0.50	0.00	0.50	0.29
Standard Live	0.11	0 7		,0	,															

Table 8
Q.5b1/5b2 SEC.A How Many Cigars Were You Smoking Per Week A Year Ago?
- Smoking Less Cigars Than A Year Ago -

																	=====		=====	======	=====
				KING T	ENURE	(NO	N-SEAS	QUENCY ONAL)		IGAR BI	PAND		SE TIONAL				TRADI		DRUG/ GRO- CERY/	REST - AURANT	
		PRE-	2 Years Or	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK ===== MACA-	ED MOS' ====== PART-	T OFTEN	TOBA PROI	ACCO DUCTS	AGE	OF SM	OKER	-TION -AL TOB- ACCO	TOB- ACCO	VENI-	/CIGAR BAR/ SPORT CLUB/	MAIL
		MIUM	LESS		YEARS			WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COLINIT		ODDED
Base: Currentl Cigars Than Was Ago	y Smoking Less s Smoking A Year	69 100.0 100.0	100.0	35 100.0 50.7	19	18	5 100.0	8 100.0	12	3 100.0	5 100.0	24 100.0	45	32 100.0	30 100.0	7	38	12	4 100.0 5.8	-	5 100.0 7.2
1 cigar		21 30.4 100.0		10 28.6 47.6	4 21.1 19.0	5 27.8 23.8	- - -	-	33.3 19.0	-	1 20.0 4.8	7 29.2 33.3		14 43.8 66.7		1 14.3 4.8	14 36.8 66.7	4 33.3 19.0	:	- - -	1 20.0 4.8
2 cigars		8 11.6 100.0		6 17.1 75.0	2 10.5 25.0	5 27.8 62.5	-	- - -	2 16.7 25.0	-	-	5 20.8 62.5	3 6.7 37.5	6.3 25.0	4 13.3 50.0	2 28.6 25.0	1 2.6 12.5	3 25.0 37.5	1 25.0 12.5		2 40.0 25.0
3-5 cigars		27 39.1 100.0	6 40.0 22.2	14 40.0 51.9	7 36.8 25.9	8 44.4 29.6	80.0 14.8		5 41.7 18.5	33.3 3.7	3 60.0 11.1	12 50.0 44.4			10 33.3 37.0	2 28.6 7.4	15 39.5 55.6	33.3 14.8	2 50.0 7.4	-	1 20.0 3.7
6-10 cigars		8.7 100.0	1 6.7 16.7	2 5.7 33.3	3 15.8 50.0	- -	1 20.0 16.7	25.0 33.3	-	1 33.3 16.7	1 20.0 16.7		6 13.3 100.0		5 16.7 83.3	1 14.3 16.7	6 15.8 100.0	-	- - -	-	-
11+ cigars	C _n	8.7 100.0	- - -	3 8.6 50.0	3 15.8 50.0	- - -	-	5 62.5 83.3	1 8.3 16.7	-	- - -		6 13.3 100.0	1 3.1 16.7	4 13.3 66.7	1 14.3 16.7	2 5.3 33.3	1 8.3 16.7	1 25.0 16.7	-	1 20.0 16.7
Don't know	CONFIDENTIAL UnderProtective Order INPD 011185	1 1.4 100.0	1 6.7 100.0	- -	- -	-		1 12.5 100.0	-	33.3 100.0		- -	1 2.2 100.0	-	1 3.3 100.0	- - -	-	- -	- - -	-	
Sigma	ENTIAL tive Orde	69 100.0 100.0	15 100.0 21.7	35 100.0 50.7	19 100.0 27.5	18 100.0 26.1	5 100.0 7.2	8 100.0 11.6	12 100.0 17.4	3 100.0 4.3		24 100.0 34.8	45 100.0 65.2	32 100.0 46.4	30 100.0 43.5	7 100.0 10.1	38 100.0 55.1	12 100.0 17.4	4 100.0 5.8	-	5 100.0 7.2
Mean Base	4	68	14	35	19	18	5	7	12	2	5	24	44	32	29	7	38	12	4	-	5

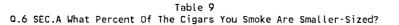
Table 8
Q.5b1/5b2 SEC.A How Many Cigars Were You Smoking Per Week A Year Ago?
- Smoking Less Cigars Than A Year Ago -

STORE PURCHASE CIGARS
AT MOST OFTEN

																=====		=====	-=====	=====
																		DRUG/		
						IG FRE													REST-	
		SMOR	KING TE	ENURE	(NON)	N-SEAS	ONAL)				US	_				TRADI			AURANT	
		=====	=====	=====	=====	=====	=====		IGAR B			IONAL				-TION			/CIGAR	
		2			1 OR			SMOKI	ED MOS	TOFTEN	TOBA					-AL		VENI-		
	TOTAL	YEARS		11 OR		2-3	4+	=====	=====	=======		OUCTS		OF SMC		TOB-		•	SPORT	
	PRE-	OR	3-10		PER	PER	PER			ARTURO				:=====		ACCO		DIS-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	====	=====	=====	=====	=====	====	====	=====	*****	====	====	====	====	=====	=====	=====	====	=====	=====
Base: Currently Smoking Less	69	15	35	19	18	5	8	12	3	5	24	45	32	30	7	38	12	4	-	5
Cigars Than Was Smoking A Year	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	•	100.0
Ago	100.0	21.7	50.7	27.5	26.1	7.2	11.6	17.4	4.3	7.2	34.8	65.2	46.4	43.5	10.1	55.1	17.4	5.8	-	7.2
Mean	5.21	2.50	4.06	9.32	2.22	5.60	24.71	3.50	5.00	4.60	2.46	6.70	2.66	6.83	10.14	4.87	6.00	6.25	-	4.40
•																				
Standard Deviation	8.89	2.03	4.88	14.84	0.94	2.51	18.10	4.15	2.83	2.51	1.25	10.76	2.46	9.91	17.83	8.16	13.88	6.55	•	5.41
Standard Error	1.08	0.54	0.82	3.40	0.22	1.12	6.84	1.20	2.00	1.12	0.26	1.62	0.43	1.84	6.74	1.32	4.01	3.28	-	2.42

Table 9
Q.6 SEC.A What Percent Of The Cigars You Smoke Are Smaller-Sized?

																	=====	# -======	MUSI ()	
			SMO	OKING T	ENURE	CNO	N-SFA	EQUENCY SONAL)				1	ISE						DRUG/		
		PRE- MIUM	. YEARS OR LESS	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK ===== MACA-	===== - PART	T OFTEN ===== ARTURO	ADD I TOB PRO	TIONAL ACCO DUCTS	AGE	OF SM		TRADI -TION -AL TOB-	TOB-	CON- VENI- ENCE/	SPORT	!
Base: Total R	espondents	==== 408		=====	=====	2222	=====	=====	=====	=====	FUENTE	YES =====	NO =====	18-34 =====	35-54 =====	55+ ====	SHOP	ACCO OUTLET	COUNT	CLUB/ EVENT	MAIL ORDER ====
			100.0	100.0	100.0	100.0	ວບ 100 ຄ		80 100 0	16	28 100.0	144 100.0	264 100.0	174	195	37 100.0	233 100.0	60 100.0	27 100.0	6	52 100.0
0 percent			45 44.6	98 52.7	78	62 59.0	26	44	39 48.8	9	17	73	148	75	116	9.1 28	57.1 122	14.7 30	6.6	1.5	12.7
1-5 percent		100.0	20.4	44.3	35.3	28.1	11.8	19.9	17.6	4.1	7.7	50.7 33.0	56.1 67.0	43.1 33.9	59.5 52.5	75.7 12.7		50.0 13.6	40.7 5.0	83.3	
		2.5 100.0	5.0 50.0	2.2	0.8 10.0	2.9 30.0	-	-	2.5 20.0	-	1 3.6 10.0	3.5 50.0	5 1.9 50.0	3 1.7 30.0	7 3.6 70.0	-	2.6	3.3	-	-	2 3.8
6-10 percent		31 7.6	10 9.9	14 7.5	7 5.8	5 4.8	5 10.0	3 5.0	5 6.3	1 6.3	4 14.3	5	26	19	11	1	60.0	20.0	- 1		20.0
11-20 percent		100.0 20	32.3	45.2 10	22.6	16.1	16.1	9.7	16.1	3.2	12.9	3.5 16.1	9.8 83.9	10.9	5.6 35.5	2.7 3.2	9.4 71.0	3.3 6.5	3.7 3.2	-	9.6 16.1
		4.9 100.0	5.0 25.0	5.4 50.0	4.1 25.0	2.9 15.0	6.0 15.0	1.7 5.0	6.3 25.0	-	2 7.1 10.0	4.2 30.0	14 5.3 70.0	10 5.7 50.0	9 4.6 45.0	1 2.7 5.0	15 6.4 75.0	3 5.0	1 3.7	-	1 1.9
21-30 percent	_	18 4.4 100.0	3 3.0 16.7	10 5.4 55.6	5 4.1 27.8	4 3.8 22.2	8.0 22.2	2 3.3	2.5	-	1 3.6	1 0.7	17 6.4	9 5.2	7 3.6	2 5.4	10 4.3	15.0 4 6.7	5.0	-	5.0
31-40 percent	COM COM	4 1.0	1	3	-	1	-	1	11.1	-	5.6 1	5.6 1	94.4				55.6	22.2	-	-	1.9 5.6
41-50 percent	PD 0.	100.0	25.0	75.0	-	1.0 25.0	-	1.7 25.0	-	-	3.6 25.0	0.7 25.0	1.1	1.1	1.0 50.0	-	3 1.3 75.0	-	-	-	1 1.9 25.0
- Fan seine	CONFIDENTIAL CONFIDENTIAL Order Underprotective Order UNPD 011187	33 8.1 100.0	10 9.9 30.3	16 8.6 48.5	7 5.8 21.2	6 5.7 18.2	3 6.0 9.1	2 3.3 6.1	5 6.3 15.2	3 18.8 9.1	1 3.6 3.0	14 9.7 42.4		21 12.1 63.6	12 6.2 36.4	- - -	20 8.6 60.6		4 14.8 12.1	-	7.7 12.1



																	=====				=====
				KING TI	ENURE	(NO	NG FREG	ONAL)	C	IGAR BF	PAND	US ADD L	SE FIONAL				TRADI		CERY/	REST- AURANT /CIGAR	
		TOTAL PRE-	2 YEARS OR	3 -10	11 OR	1 OR	2-3 PER	4+ PER	SMOKE	ED MOS1	OFTEN	TOB/ PRO	ACCO DUCTS		OF SMO		-AL TOB-	TOB- ACCO	VENI-		MATI
		MIUM =====			YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Respo	ondents	408 100.0 100.0	100.0		100.0						28 100.0 6.9	144 100.0 35.3				37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
51-60 percent		5 1.2 100.0	-			1 1.0 20.0		1 1.7 20.0	2.5 40.0	-	1 3.6 20.0		0.8 40.0	1.1 40.0	3 1.5 60.0	-	4 1.7 80.0		1 3.7 20.0	-	- -
61-70 percent		7 1.7 100.0	2.0	2.2		3 2.9 42.9	-	-	- - -	1 6.3 14.3	- - -	4 2.8 57.1	3 1.1 42.9	5 2.9 71.4	2 1.0 28.6	-	3 1.3 42.9	5.0	-	-	1 1.9 14.3
71-80 percent		16 3.9 100.0	2.0	3.8		3 2.9 18.8				1 6.3 6.3	- -	9 6.3 56.3	7 2.7 43.8	7 4.0 43.8	7 3.6 43.8	2 5.4 12.5	6 2.6 37.5	5.0	14.8	1 16.7 6.3	
81-90 percent	Un	9 2.2 100.0	3.0	2.7		2 1.9 22.2	-	1 1.7 11.1		1 6.3 11.1	- - -	2 1.4 22.2	7 2.7 77.8	6 3.4 66.7	3 1.5 33.3	-	5 2.1 55.6		1 3.7 11.1	- - -	1 1.9 11.1
91-100 percent	CONFIDENTIAL UnderProtective Order INPD 011188	34 8.3 100.0	12.9	7.5	5.8		6.0	6.7		- - -	-	21 14.6 61.8		15 8.6 44.1	16 8.2 47.1	3 8.1 8.8	17 7.3 50.0	15.0	14.8	- -	1 1.9 2.9
Sigma	ENTIAL Hive Orde 11188	408 100.0 100.0	100.0		100.0		100.0	100.0	100.0		28 100.0 6.9	100.0	264 100.0 64.7			37 100.0 9.1			100.0		52 100.0 12.7
Mean Base	ä	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
Mean		22.56	27.80	22.80	17.83	23.05	21.90	14.50	29.56	24.69	9.29	30.31	18.34	27.45	19.97	14.46	21.26	28.88	40.00	12.50	13.08
Standard Deviati	on	33.46	36.65	33.02	30.84	35.65	31.73	30.12	38.23	33.14	15.91	38.69	29.46	34.27	32.75	31.42	31.80	38.38	39.81	30.62	25.40

STORE	PURCHA	SE CIGARS	3
AT	MOST	OFTEN	
===			

		AT MOST OFTEN
	SMOKING FREQUENCY	
	SMOKING TENURE (NON-SEASONAL)	DRUG/
	======================================	GRO- REST-
	2 CIGAR BRAND ADDITIONAL	TRADI CERY/ AURANT
	TOTAL YEARS 11 OP LESS 2.7 SMOKED MOST OFTEN TORACCO	-TION CON- /CIGAR
	PRE- OR 3-10 MORE DES 2-5 4+ ========== PRODUCTS AGE	-AL VENI - BAR/
	MIUM LESS YEARS VEARS VE	IUB" IOR- ENCE/ COORT
		ACCO ACCO DIS- CLUB/ MAIL
Racos Tabel n	===== ===== ===== ===== ===== ===== ====	SHOP OUTLET COUNT EVENT ORDER
Base: Total Respondents	408 101 186 121 105 50 60 00	===== ===== ===== ==== ===============
	100.0 100.0	
		233 60 27 6 52
C+ 1 .		100.0 100.0 100.0 100.0 100.0
Standard Error		57 1 1/ 7 //
	1.66 3.65 2.42 2.80 3.48 4.49 3.89 4.27 8.28 3.01 3.22 1.81 3.60 2.77	0.0 1.3 12.7
	3.89 4.27 8.28 3.01 3.22 1.81 2.60 2.35 5.17	2.08 4.95 7.66 12.50 3.52
		2.08 4.95 7.66 12.50 3.52

Table 10
Q.7 SEC.A Which Activity Are You Participating In Most Often While Smoking Cigars?

																=====	=======			=====
			CING TE		(NO	NG FREG N-SEASO	DNAL)	C1	GAR BE	AND	US ADD I T	E IONAL				TRADI			REST- AURANT /CIGAR	
	TOTAL	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOKE	D MOST	OFTEN ARTURO	TOBA PROD	CCO OUCTS		OF SMC		-AL TOB-	TOB- ACCO	VENI- ENCE/ DIS-	BAR/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54			OUTLET			ORDER
Base: Total Respondents	408 100.0 100.0			100.0		50 100.0 12.3	60 100.0 14.7		16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7		195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Relaxing alone	138 33.8 100.0	37.6					29 48.3 21.0	18 22.5 13.0	6 37.5 4.3	10 35.7 7.2		84 31.8 60.9	54 31.0 39.1	66 33.8 47.8	18 48.6 13.0		24 40.0 17.4	12 44.4 8.7		17 32.7 12.3
Driving	33 8.1 100.0	4.0	14 7.5 42.4	12.4		12.0		4 5.0 12.1	2 12.5 6.1	7.1 6.1	10 6.9 30.3	23 8.7 69.7		20 10.3 60.6		7.7	3.3			7 13.5 21.2
Socializing with others	112 27.5 100.0	33.7		20.7		30.0	6 10.0 5.4			11 39.3 9.8	39 27.1 34. 8	73 27.7 65.2		45 23.1 40.2	2 5.4 1.8	30.5	19 31.7 17.0		1 16.7 0.9	
Recreational activities or sports	68 16.7 100.0	10.9		18.2	4.8	14.0				5 17.9 7.4	21 14.6 3 0.9				6 16.2 8.8	15.5	15.0		50.0	
After meals	25 6.1 100.0	1.0		5.8		6.0				- - -	7 4.9 28.0	18 6.8 72.0	7 4.0 28.0	14 7.2 56.0	3 8.1 12.0	5.2	3.3	7.4	-	6 11.5 24.0
On special occasions	27 6.6 100.0	11.9	3.8		11.4	. -	1 1.7 3.7		-	- -	10 6.9 37.0				2.7 3.7		3.3	7.4	16.7	
Don't know/None of the above	5 1.2 100.0	1.0	3 1.6 60.0	0.8		2.0		2.5 40.0	-		3 2.1 60.0	0.8 40.0	2 1.1 40.0	2 1.0 40.0	1 2.7 20.0			-	•	-

STORE PURCHASE CIGARS

Table 10 Q.7 SEC.A Which Activity Are You Participating In Most Often While Smoking Cigars?

AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 1 OR SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ **TOTAL YEARS** 11 OR LESS 2-3 **PRODUCTS** TOB-ENCE/ SPORT 3-10 MORE PER PER PER MACA- PART- ARTURO ======== acco ACCO DIS- CLUB/ MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP 50 60 16 28 144 264 174 37 233 60 27 52 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 24.8 45.6 29.7 25.7 12.3 14.7 19.6 3.9 6.9 35.3 64.7 42.6 47.8 9.1 57.1 14.7 6.6 1.5 12.7 408 101 186 105 50 60 80 16 28 144 264 174 195 37 233 60 27 52 100.0 24.8 45.6 29.7 25.7 12.3 14.7 19.6 3.9 6.9 35.3 64.7 42.6 47.8 9.1 57.1 14.7 6.6 1.5 12.7

inderProtective Order
INPD 011191

Base: Total Respondents

Sigma

Table 11
Q.8 SEC.A What Percent Of The Cigars You Smoke Are Given To You As Gifts?

				KING T		(NO	NG FREG	ONAL)	C	GAR BF	RAND	US ADD I T	E IONAL				TRADI		DRUG/ GRO- CERY/		
		TOTAL	2 YEARS		11 OR	1 OR LESS	2-3	4+			OFTEN	TOBA	CCO UCTS	AGE	OF SMC	KER	-AL TOB-	TOB-	VENI- ENCE/	-	
		PRE- MIUM	OR LESS	3-10	MORE YEARS	PER WEEK	PER WEEK	PER WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	===== 18-34	35-54	55+	ACCO SHOP	ACCO OUTLET	DIS- COUNT	CLUB/	ORDER
Base: Total Respo	ondents	408	101 100.0		121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16	28 100.0	144 100.0 35.3	264 100.0	174 100.0	195 100.0	37	233 100.0	60	27 100.0 6.6	6 100.0	
0 percent		115 28.2 100.0		25.8	30.6				12 15.0 10.4	5 31.3 4.3	7 25.0 6.1	44 30.6 38.3	71 26.9 61.7	37 21.3 32.2	60 30.8 52.2	16 43.2 13.9		15 25.0 13.0		2 33.3 1.7	36.5
1-5 percent		71 17.4 100.0		16.1	19.0	8.6		26.7		2 12.5 2.8	2 7.1 2.8	19 13.2 26.8	52 19.7 73.2		43 22.1 60.6	7 18.9 9.9		6 10.0 8.5	14.8		14 26.9 19.7
6-10 percent		78 19.1 100.0	20.8	19.4	17.4			18.3		1 6.3 1.3	8 28.6 10.3	25 17.4 32.1	53 20.1 67.9	46 26.4 59.0	29 14.9 37.2	3 8.1 3.8	42 18.0 53.8	15 25.0 19.2		2 33.3 2.6	13.5
11-20 percent		34 8.3 100.0	8.9	9.7	5.8			6.7		2 12.5 5.9		8 5.6 23.5	26 9.8 76.5	22 12.6 64.7	9 4.6 26.5	3 8.1 8.8				-	6 11.5 17.6
21-30 percent	C Und I	42 10.3 100.0	5.9	12.4	10.7	5.7	6.0	3.3	13 16.3 31.0	1 6.3 2.4		18 12.5 42.9	24 9.1 57.1	18 10.3 42.9		2 5.4 4.8		15.0	14.8		3 5.8 7.1
31-40 percent	CONFIDENTIAL UnderProtective Order INPD 011192	10 2.5 100.0	2.0	3.2	1.7	2.9	-		1 1.3 10.0			1.4 20.0	8 3.0 80.0	7 4.0 70.0	3 1.5 30.0	· -	3.0	-	1 3.7 10.0	-	2 3.8 20.0
41-50 percent	WITIAL tve Order 1192	41 10.0 100.0	8.9	10.2		15.2	12.0	1.7			7.1	18 12.5 43.9	23 8.7 56.1	17 9.8 41.5	20 10.3 48.8	4 10.8 9.8		10.0	14.8		1 1.9 2.4

Table 11 Q.8 SEC.A What Percent Of The Cigars You Smoke Are Given To You As Gifts?

																	=====		=====	 =======	
			=====	KING T		(NO	NG FRE N-SEAS	ONAL)		IGAR BI		ADD I	SE TIONAL				TRADI		DRUG/ GRO-		
			2 YEARS		11 OR		2-3	4+	=====	=====	COFTEN	PRO	ACCO DUCTS	AGE	OF SM	OKER	-AL TOB-	TOB-	VENI~		
		PRE- MIUM		YEARS	MORE YEARS	WEEK		PER WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	===== 18-34	===== 35-54	===== 55+	ACCO	ACCO	DIS-	CLUB/	MAIL ORDER
		====	****	=====	=====	====	====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====
Base: Total Respor	ndents		101 100.0 24.8		100.0	105 100.0 25.7	100.0	100.0		100.0	28 100.0 6.9	100.0		100.0		100.0		60 100.0 14.7	27 100.0 6.6	100.0	52 100.0 12.7
51-60 percent		3 0.7 100.0	1 1.0 33.3		0.8 33.3	2 1.9 66.7	2.0	-	1 1.3 33.3		:	3 2.1 100.0	-	1 0.6 33.3	0.5 33.3		2 0.9 66.7	-	1 3.7 33.3		-
61-70 percent		1 0.2 100.0	- - -	0.5 100.0	- -	1 1.0 100.0	-	-	1 1.3 100.0	- - -	- - -	-	0.4 100.0	0.6 100.0	- - -	- - -	-		- - -	- - -	- -
71-80 percent		6 1.5 100.0	4 4.0 66.7	1 0.5 16.7	1 0.8 16.7	1 1.0 16.7	1 2.0 16.7	-	2.5 33.3	1 6.3 16.7	-	4 2.8 66.7		4 2.3 66.7	1 0.5 16.7	1 2.7 16.7	3 1.3 50.0	1 1.7 16.7	-	1 16.7 16.7	-
81-90 percent	CONFII UnderProt INPD	3 0.7 100.0	-	0.5 33.3	2 1.7 66.7	1 1.0 33.3	-	- -	-	- - -	- -	0.7 33.3	2 0.8 66.7		3 1.5 100.0	•	0.4 33.3	- - -	1 3.7 33.3	1 16.7 33.3	- -
91-100 percent	CONFIDENTIAL UnderProtective Order INPD 011193	4 1.0 100.0	1 1.0 25.0	2 1.1 50.0	0.8 25.0	2 1.9 50.0	1 2.0 25.0	- - -	1 1.3 25.0	- - -	-	2 1.4 50.0	0.8 50.0	-	4 2.1 100.0	-	1 0.4 25.0	3 5.0 75.0	-	-	
Sigma	IAL Order 93	408 100.0 100.0	101 100.0 24.8		121 100.0 29.7		50 100.0 12.3	60 100.0 14.7		16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Mean Base		408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
Mean		16.28	15.86	16.89	15.69	20.20	15.82	5.80	21.13	21.56	14.82	18.88	14.86	17.37	16.07	13.14	16.66	19.43	22.22	31.67	8.50
Standard Deviation																				41.67	

Table 11
Q.8 SEC.A What Percent Of The Cigars You Smoke Are Given To You As Gifts?

																======	======	=====	======	=====	
																		DRUG/			
					SMOKIN	IG FREG	UENCY											GRO-	REST-		
		SMOK	CING TE	ENURE	(NOM	-SEASO	ONAL)				US	Ε				TRADI		CERY/	AURANT		
		=====	=====	=====	=====		=====	C!	GAR BE	CAND	ADDIT	IONAL				-TION		CON-	/CIGAR		
		2			1 OR			SMOKE	D MOST	OFTEN	TOBA	CCO				-AL		VENI-	BAR/		
	TOTAL	YEARS		11 OR	LESS	2-3	4+	=====	=====	======	PROD	UCTS	AGE	OF SMC	KER	TOB-	TOB-	ENCE/	SPORT		
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	======	=====	ACCO	ACCO	DIS-	CLUB/	MAIL	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER	
	=====	=====	====	=====	=====	=====	=====	====	====	=====	=====	====	====	=====	=====	=====	=====	====	=====	=====	
Base: Total Respondents	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52	
•	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7	
Standard Error	1.03	2.16	1.47	1.95	2.31	3.24	1.18	2.47	6.02	2.78	1.96	1.18	1.40	1.63	3.48	1.29	3.25	4.52	17.01	1.63	

CONFIDENTIAL
UnderProtective Order
INPD 011194

Table 12
Q.9 SEC.A Do You Use Any Other Tobacco Products In Addition To Smoking Cigars?

																	STORE P AT	MOST O	FTEN	
		SMO =====	KING T	ENURE		NG FRE N-SEAS	QUENCY ONAL)	: C	IGAR B		ADD I	SE TIONAL				TRADI		DRUG/ GRO- CERY/		
	TOTAL PRE- MIUM =====	YEARS OR	3-10	11 OR MORE YEARS	LESS PER	PER	4+ PER WEEK	=====	PART- AGAS	T OFTEN ====== ARTURO FUENTE ======	PRO ===== YES	NO	18-34	OF SM	=====		TOB- ACCO OUTLET	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	100.0	100.0		105 100.0 25.7	50 100.0 12.3	100.0	100.0	100.0	100.0	100.0	264 100.0 64.7	100.0	195 100.0 47.8	100.0	233 100.0 57.1	100.0	27 100.0 6.6	100.0	100.0
Yes	144 35.3 100.0		34.4	49 40.5 34.0	48 45.7 33.3	21 42.0 14.6	23.3	33 R	25 N	14.3	144 100.0 100.0	•	38.5	66 33.8 45.8		80 34.3 55.6				
No	264 64.7 100.0	70 69.3 26.5	65.6	72 59.5 27.3	57 54.3 21.6	29 58.0 11.0	46 76.7 17.4	66.3	12 75.0 4.5	24 85.7 9.1	-	100.0	61.5	129 66.2 48.9	26 70.3 9.8		34 56.7 12.9	18 66.7 6.8	3 50.0 1.1	65.4
Sigma	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	100.0	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	100.0	100.0	195 100.0 47.8	37 100.0 9.1	100.0	60 100.0 14 7			

Table 13
Q.10 SEC.A What Other Products Do You Use?

				KING TE		(NO	G FREG	ONAL)	C	IGAR BF	PAND	US LI DO LI	SE FIONAL				TRADI		CERY/	REST- AURANT /CIGAR	
		TOTAL PRE- MIUM	2 YEARS OR LESS	3-10	11 OR	1 OR LESS PER	2-3 PER WEEK	4+ PER	SMOKE =====: MACA-	D MOST	OFTEN ARTURO FUENTE	TOBA PROD	ACCO DUCTS	=====	OF SMC ====== 35-54	====	-AL TOB- ACCO	TOB- ACCO OUTLET	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL ORDER
		=====	=====	=====	=====	====	=====	=====	=====	=====	=====		=====		=====	=====	=====	=====	=====	=====	=====
Base: Use Other Products In Addi Smoking Cigars		144 100.0 100.0		64 100.0 44.4	49 100.0 34. 0		21 100.0 14.6		27 100.0 18.8	4 100.0 2.8	100.0 2.8	144 100.0 100.0		67 100.0 46.5	66 100.0 45.8	11 100.0 7.6	80 100.0 55.6	26 100.0 18.1	9 100.0 6.3	3 100.0 2.1	18 100.0 12.5
Cigarettes		93 64.6 100.0	74.2		25 51.0 26.9			9 64.3 9.7		4 100.0 4.3	3 75.0 3.2	93 64.6 100.0	-	47 70.1 50.5	40 60.6 43.0	6 54.5 6.5	48 60.0 51.6	19 73.1 20.4	9 100.0 9.7	3 100.0 3.2	9 50.0 9.7
Pipe		34 23.6 100.0	12.9					3 21.4 8.8	3 11.1 8.8	- - -	50.0 5.9		-	10 14.9 29.4	19 28.8 55.9	5 45.5 14.7		2 7.7 5.9		-	
Chewing Tobacco		19 13.2 100.0	16.1	12.5	6 12.2 31.6	14.6		7.1	6 22.2 31.6	-		19 13.2 100.0		13 19.4 68.4	6 9.1 31.6		12 15.0 63.2	19.2	-	-	1 5.6 5.3
Dip/Snuff		13 9.0 100.0	9.7	_					4 14.8 30.8		-	13 9.0 100.0	-	6 9.0 46.2	7 10.6 53.8	-		3.8	1 11.1 7.7	- - -	1 5.6 7.7
Don't know	C Und I	1 0.7 100.0		1 1.6 100.0		-	1 4.8 100.0		1 3.7 100.0		-	0.7 100.0	-	-	1 1.5 100.0	-	1 1.3 100.0	- - -	-	- -	-
Sigma	CONFIDE UnderProtect INPD 01	160 111.1 100.0	112.9	72 112.5 45.0	108.2	106.3	119.0	107.1	111.1	100.0	150.0	160 111.1 100.0	-	76 113.4 47.5	110.6		88 110.0 55.0	103.8	122.2	3 100.0 1.9	111.1

Table 14
Q.11 SEC.A Which Did You Start Smoking First, Cigars Or Cigarettes?

	SMO	KING T	ENURE		NG FRE	QUENCY ONAL)		TCAD D	DANO		SE				TRADI		CERY/	REST- AURANT	
	2			1 OR				IGAR B. FD MOS	KAND T OFTEN		TIONAL ACCO				-TION -AL			/CIGAR	
	L YEARS		11 OR		2-3	4+			======		DUCTS	AGE	OF SM	OKER	TOB-	TOB-	VENI-	SPORT	
PRE-	OR	3-10	MORE			PER			ARTURO			=====	=====	=====	ACCO			CLUB/	MAIL
MIUM ====	LESS	TEAKS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
											=====	=====	=====	=====	=====	======	=====	=====	=====
				31	15					93	-	47	40	6	48	19	9	3	9
100. 100) 100.0) 26.7	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0					100.0		100.0
100.	24.1	40.4	20.9	33.3	10.1	9.7	17.2	4.3	3.2	100.0	-	50.5	43.0	6.5	51.6	20.4	9.7	3.2	9.7
Cigars 1		11	4	4	3	1	1	-	2	15	-	10	4	1	9	1	3	2	-
		24.4								16.1		21.3	10.0	16.7		5.3	_	_	-
100.		73.3	26.7	26.7	20.0	6.7	6.7	-	13.3	100.0	•	66.7	26.7	6.7	60.0	6.7	20.0	13.3	-
Cigarettes 7	3 23	34	21	27	12	8	15	4	1	78		37	36	5	30	18	6	1	0
83.	100.0	75.6	84.0	87.1	80.0	88.9	93.8	100.0	33.3	83.9				_				33 3	100.0
100.	29.5	43.6	26.9	34.6	15.4	10.3		5.1		100.0		47.4					7.7		11.5
Sigma o	23	45	25	71	15	0	14	,	7	07		, -					_	_	
•								100 0	_					_			_	3	9
100.											-								
Base: Cigarette Users 9 100. 100. Cigars 1 16. 100. Cigarettes 7 83. 100. Sigma 99	3 23 0 100.0 0 24.7 6 - 1 - 0 - 3 23 0 100.0 29.5 6 23 0 100.0	45 100.0 48.4 11 24.4 73.3 34 75.6 43.6	25 100.0 26.9 4 16.0 26.7 21 84.0 26.9 25 100.0	31 100.0 33.3 4 12.9 26.7 27 87.1 34.6 31 100.0	15 100.0 16.1 3 20.0 20.0 12 80.0 15.4 15 100.0	9 100.0 9.7 1 11.1 6.7 8 88.9 10.3	16 100.0 17.2 1 6.3 6.7 15 93.8 19.2 16 100.0	4.3 	3 100.0 3.2 2 66.7 13.3 1 33.3 1.3	93 100.0 100.0 15 16.1 100.0 78 83.9 100.0		47 100.0 50.5 10 21.3 66.7 37 78.7 47.4	40 100.0 43.0 4 10.0 26.7 36 90.0 46.2	6 100.0 6.5 1 16.7 6.7 5 83.3 6.4 6 100.0	48 100.0 51.6 9 18.8 60.0 39 81.3 50.0	19 100.0 20.4 1 5.3 6.7 18 94.7 23.1	9 100.0 9.7 3 33.3 20.0 6 66.7 7.7	3 100.0 3.2 2 66.7 13.3	100 9 100 11

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Table 15 Q.12 SEC.A In A Typical Week, How Many Packs Of Cigarettes Do You Smoke?

																		1031 0		
		2		=====	(NOR		DNAL)	SMOKE		OFTEN	US ADD I 1 TOBA	SE FIONAL ACCO				TRADI -TION -AL		DRUG/ GRO- CERY/ CON- VENI-	REST- AURANT /CIGAR BAR/	=====
		YEARS OR	3-10	11 OR MORE	LESS PER	2-3 PER	4+ PER			ARTURO		DUCTS		OF SM			TOB- ACCO	ENCE/	SPORT CLUB/	MAIL
	PRE- MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Cigarette Users	93 100.0	23 100.0	45	25 100.0	31 100.0	15 100.0	9 100.0	16	4	3 100.0	93 100.0 100.0	-	47 100.0 50.5	40 100.0	6 100.0	48	19	9 100.0	3	9 100.0
2 packs or less	21 22.6 100.0		28.9					2 12.5 9.5	1 25.0 4.8		21 22.6 100.0		15 31.9 71.4				36.8	-	1 33.3 4.8	
3-5 packs	16 17.2 100.0	17.4					-	- -	3 75.0 18.8		16 17.2 100.0	-	6 12.8 37.5		16.7		10.5	-	-	3 33.3 18.8
6-8 packs	31 33.3 100.0	39.1		24.0	25.8			50.0	-		31 33.3 100.0		19 40.4 61.3		16.7	16 33.3 51.6	21.1		66.7	44.4
9-12 packs Under IN	19 20.4 100.0	17.4	8.9		19.4	13.3	44.4			-	19 20.4 100.0	-	8.5 21.1		33.3			44.4		2 22.2 10.5
CONFIDENTIAL UnderProtective Order INPD 011198 13+ packs sigma	6.5 100.0	4.3		8.0				12.5 33.3	-	- - -	6.5 100.0	-	6.4 50.0	5.0	16.7			33.3 50.0	-	• •
TIAL PROPERTY OF THE PROPERTY	93 100.0 100.0	100.0	100.0	100.0		100.0	100.0		100.0		93 100.0 100.0		47 100.0 50.5	100.0	100.0		100.0	100.0	100.0	100.0
Mean Base	93	3 23	3 45	25	31	15	5 9	16	4	. 3	93		- 47	40) 6	48	3 19	9	3	9
Mean	6.54	6.09	9 5.93	8.04	6.35	6.27	8.44	8.25	3.25	5.00	6.54		5.79	7.15	8.33	6.21	5.32	11.22	5.33	7.00
Standard Deviation	4.32	3.58	8 4.55	4.31	4.66	5.99	3.57	4.02	2.36	2.65	4.32		- 4.61	3.58	3 6.02	4.55	4.06	3.70	3.06	1.94

STORE PURCHASE CIGARS

Table 15
Q.12 SEC.A In A Typical Week, How Many Packs Of Cigarettes Do You Smoke?

																AT N	MOST O	FTEN	
															=====		=====	-======	=====
																	DRUG/		
				SMOKI	NG FRE	QUENCY											GRO-	REST-	
	SMO	KING TI	ENURE	(NO	N-SEAS	ONAL)				U	SE				TRADI		CERY/	AURANT	
	=====	=====	=====	=====	=====	=====	C	IGAR BE	RAND	ADD I	TIONAL				-TION		CON-	/CIGAR	
	2			1 OR			SMOKE	ED MOST	T OFTEN	TOB	ACCO				-AL		VENI-		
TOTAL	YEARS		11 OR	LESS	2-3	4+	=====		======	PRO	DUCTS	AGE	OF SMO	OKER	TOB-	TOB-		SPORT	
PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	-=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL
MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
=====	=====	=====	=====	====	=====	====	====	=====	======	=====	====	=====	=====	=====	=====	=====	=====	=====	=====
93	23	45	25	31	15	9	16	4	3	93	-	47	40	6	48	19	9	3	•
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-		100.0	_			100.0	100.0	100.0
100.0	24.7	48.4	26.9	33.3	16.1	9.7	17.2	4.3	3.2	100.0			43.0		51.6	20.4	9.7		
0.45	0.75	0.68	0.86	0.84	1.55	1.19	1.01	1.18	1.53	0.45	-	0.67	0.57	2.46	0.66	0.93	1.23	1.76	0.65

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Base: Cigarette Users

Standard Error

Table 16 Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

																		1051 Ur		
			KING TE		(NON	IG FREG	DNAL)	CI	GAR BR	AND		IONAL				TRADI		DRUG/ GRO- CERY/ CON-	REST- AURANT /CIGAR	:=== :
	TOTAL PRE- MIUM	YEARS OR LESS	3-10	11 OR MORE YEARS	PER		4+ PER WEEK	MACA- NUDO	PART- AGAS	OFTEN ARTURO FUENTE	YES	UCTS ===== NO	18-34	OF SMC	55+	SHOP	TOB- ACCO OUTLET		SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	100.0			105 100.0 25.7	50 100.0 12.3	100.0	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3			195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Domestic Brands (Net)	20 6.4 100.0	5.0						4 5.0 15.4	- - -	- - -	14 9.7 53.8	12 4.5 46.2	12 6.9 46.2	12 6.2 46.2	2 5.4 7.7	13 5.6 50.0			-	4 7.7 15.4
Antonio y Cleopatra	1.6 100.		- - -	3.3 100.0			- - -		- -	- -	3 2.1 75.0	1 0.4 25.0	-	2.1 100.0	- -	0.9 50.0	-	1 3.7 25.0		
Backwoods Smokes	0. 100.		0.5 0.5		- -	- -	-	- - -	- - -	-	-	0.4 100.0	0.6 100.0		-	-	- - -	1 3.7 100.0		
Dutch Masters	0. 100.		 	1.7 100.0	1.0		-	- - -	-	-	1.4 100.0	- - -	- - -	1.0 100.0	-	0.4 50.0		-	-	1 1.9 50.0
El Producto	0. 100.		- 2 - 1.1 - 66.7	0.8		2.0			- -	-	0.7 33.3		-		2.7			1 3.7 33.3	•	- -
Garcia y Vega/Whiffs	1. 100.	2 2.0			1.9	-	5.0 60.0	1.3		-	0.7 20.0			1.0	2.7			3.7		1 1.9 20.0
Hav-a-Tampa/Jewels	0. 100.		- 1.5 - 0.5 - 100.0	; -	· -	· -	 	1.3 1.3		- - -	0.7 100.0		0.6 100.0		-	0.4 100.0		-		- - -

CONFIDENTIAL
UnderProtective Order
INPD 011200

Table 16
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

																=====	======		======	=====
			KING T	ENURE	(NO	NG FREG	ONAL)	С	IGAR B	RAND		SE FIONAL				TRADI		CERY/	REST- AURANT /CIGAR	
	TOTAL			11 OR		2-3	4+	=====	=====	T OFTEN	PRO	ACCO DUCTS		OF SMC		-AL TOB-	TOB-	VENI-		
								NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET		CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0			121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16 100.0	28 100.0	144 100.0	264 100.0	174 100.0	195 100.0	37	233	60	27 100.0 6.6		100.0
Jamaican Pride	1 0.2 100.0	-	0.5 100.0	-	1 1.0 100.0			-	-	- - -		0.4 100.0	0.6 100.0		- - -	0.4 100.0	:		-	- - -
Muriel	1 0.2 100.0	-	-	0.8 100.0	- -	- - -	- -	- - -	- - -	- - -	0.7 100.0	- -	- -	1 0.5 100.0	- - -	-	- -	- - -	-	1 1.9 100.0
Phillies	2 0.5 100.0	1 1.0 50.0		- -	- - -	1 2.0 50.0		-	- - -	- - -	2 1.4 100.0	- - -	2 1.1 100.0	- - -	- - -	0.9 100.0	-	-	-	
Swisher/Sweets	4 1.0 100.0	2.0 50.0	1.1	- - -		- - -	- -	1 1.3 25.0		- - -		3 1.1 75.0	3 1.7 75.0	1 0.5 25.0	- - -	2 0.9 50.0	-	- - -	-	-
Tampa Nuggets	1 0.2 100.0	-	0.5 100.0	- - -	- - -	1 2.0 100.0	-	- - -	-	- - -	0.7 100.0	-	0.6 100.0	-	-	0.4 100.0	-	-	-	- - -
White Owl	1 0.2 100.0	-	0.5 100.0	- - -	1 1.0 100.0	-	-	-	-	-	0.7 100.0		0.6 100.0	-	-	0.4 100.0		-	-	:
Premium Brands (Net)	335 82.1 100.0	81 80.2 24.2	158 84.9 47.2	96 79.3 28.7					100.0	96.4		226 85.6 67.5	84.5	158 81.0 47.2				19 70.4 5.7	83.3	78.8

Table 16
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

																	=====	======			=====
			SMOI	KING TE	ENURE	(NO	NG FREG	ONAL)	r	IGAR BF	PAND	US ADD I T					TRADI		CERY/	REST- AURANT /CIGAR	
		TOTAL PRE-	OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOKE =====: MACA-	D MOS1	OFTEN E===== ARTURO	TOBA PROD	CCO OUCTS	=====	OF SMC	=====	-AL TOB- ACCO	TOB- ACCO	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL ORDER
		MIUM =====	LESS		YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34	35-54 =====	55+ =====	SHOP =====	OUTLET	=====	======	=====
Base: Total Re	espondents	408 100.0 100.0	101 100.0 24.8		100.0			60 100.0 14.7		16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7		195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
Arturo Fuent	te	26 6.4 100.0	6 5.9 23.1	8.6	3.3	7 6.7 26.9			-	2 12.5 7.7	19 67.9 73.1	6 4.2 23.1	20 7.6 76.9	10 5.7 38.5	13 6.7 50.0	3 8.1 11.5	21 9.0 80.8	3 5.0 11.5	-	- - -	2 3.8 7.7
Ashton		6 1.5 100.0	1 1.0 16.7			- - -	1 2.0 16.7		1 1.3 16.7	-	-	2 1.4 33.3	4 1.5 66.7	2 1.1 33.3	4 2.1 66.7	- -	3 1.3 50.0	1 1.7 16.7	- - -	- - -	2 3.8 33.3
Astral		0.5 100.0				- - -	1 2.0 50.0		-	- - -	- - -	1 0.7 50.0	0.4 50.0	1.1 100.0	-	- -	0.9 100.0	- - -	- -	- - -	- - -
Avo	C	6 1.5 100.0	2.0	1.6	8.0		2.0		- - -	-	-	-	2.3 100.0	1.7	3 1.5 50.0	-	6 2.6 100.0		- -	-	- - -
Baccarat	CONFIDENTIA nderProtective Oa INPD 011202	2 0.5 100.0	-	 	1.7 100.0	-	- -	- - -	-	- - -	- -	-	0.8 100.0	-	1.0 100.0	-				- -	- - -
Bances	CONFIDENTIAL UnderProtective Order INPD 011202	1 0.2 100.0	٠	0.5 - 0.5		. <u>-</u>	· -	1.7 1.7 100.0		- -	- -	- - -	0.4 100.0			 -	- -	1 1.7 100.0			. <u>.</u>
Bauza	ler	1 0.2 100.0		- 1 - 0.5 - 100.0		1.0 1.0		 	•	 	- -	- - -	0.4 100.0			-	 	1 1.7 100.0			. <u>-</u>

Table 16 Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

		TOTAL	2	KING T	ENURE =====	(NO ===== 1 OR	NG FREIN-SEASI	ONAL)	SMOKE		RAND TOFTEN	TOB/	TIONAL	405	05 CW)VED	TRADI -TION -AL	TOD	CON- VENI-		
		PRE-	OR LESS		MORE YEARS	PER WEEK	PER WEEK	PER WEEK	MACA-	PART- AGAS	ARTURO FUENTE	YES	NO =====	18-34	35-54	55+	TOB- ACCO SHOP	TOB- ACCO OUTLET	DIS-	SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respon	ndents	408 100.0 100.0			100.0		50 100.0 12.3			16 100.0 3.9	28 100.0 6.9	144 100.0 35.3			195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Bering (Premium)	3 0.7 100.0	-	2 1.1 66.7	1 0.8 33.3		-	2 3.3 66.7		-	-	2 1.4 66.7	1 0.4 33.3	1 0.6 33.3	2 1.0 66.7		1 0.4 33.3	1 1.7 33.3	-	- - -	- -
Blenders Gold		1 0.2 100.0	- - -	- - -	0.8 100.0	-	- - -	1 1.7 100.0		-	-	0.7 100.0	-		1 0.5 100.0	•	-	- - -	3.7 100.0	- -	
Casa Blanca		1 0.2 100.0	- - -	0.5 100.0	- - -	1 1.0 100.0	-	-	- - -	-	-	0.7 100.0	-	0.6 100.0	-	-	- - -		-	-	- - -
Cohiba		25 6.1 100.0	8.9 36.0	12 6.5 48.0	3.3 16.0	6 5.7 24.0	2 4.0 8.0	6 10.0 24.0	1 1.3 4.0	1 6.3 4.0	4 14.3 16.0	8 5.6 32.0	17 6.4 68.0	18 10.3 72.0	6 3.1 24.0	1 2.7 4.0	18 7.7 72.0	3 5.0 12.0	1 3.7 4.0	-	1 1.9 4.0
Credo		1 0.2 100.0	1 1.0 100.0	- - -	- - -	- - ,-	-	1 1.7 100.0	-	-	-	0.7 100.0	-	0.6 100.0	-	- - -	0.4 100.0	- - -	- -	-	-
Cruz Real	C Und	1 0.2 100.0	:	-	0.8 100.0	-	-	- - -	-	-	-	- - -	0.4 100.0	- - -	0.5 100.0	-	0.4 100.0	- - -	- - -	- - -	:
Cuesta Rey	CONFIDEN UnderProtectiv	2 0.5 100.0	1 1.0 50.0	0.5 50.0	• - -	1 1.0 50.0		1 1.7 50.0	- - -	1 6.3 50.0	-		0.8 100.0	2 1.1 100.0	-	- - -	0.4 50.0		1 3.7 50.0	- - -	- - -

Table 16
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

																	=====	======	=====		-====
				KING T	ENURE	(NO	NG FREG	ONAL)		IGAR BI	RAND FOFTEN	US ADD I T TOBA	IONAL				TRADI -TION -AL		CERY/	REST- AURANT /CIGAR	
		TOTAL PRE- MIUM		3-10 YEARS	11 OR MORE YEARS	LESS PER	2-3 PER WEEK	4+ PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	PROD	UCTS NO	18-34	OF SMC 35-54		TOB-	TOB- ACCO OUTLET	ENCE/ DIS-	SPORT CLUB/	MAIL ORDER
Base: Total F	Respondents	408 100.0 100.0			100.0		50 100.0 12.3		80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Davidoff		0.5 100.0	-	1.1 100.0		1 1.0 50.0	-	- -	-	-	- - -	1 0.7 50.0	1 0.4 50.0	- - -	1.0 100.0	- - -	0.9 100.0	- -	• • •	- - -	- - -
Don Diego	Un	12 2.9 100.0	3.0 25.0	3.2					-	-	- - -	5 3.5 41.7	7 2.7 58.3	8 4.6 66.7	2.1 33.3	- - -	6 2.6 50.0	3 5.0 25.0	-	-	3 5.8 25.0
Don Lino	CONFIDENTIAL UnderProtective Order INPD 011204	0.2 100.0	- - -	0.5 100.0		- - -	- - -	1 1.7 100.0	-	- - -	-	- - -	0.4 100.0	- - -	- - -	1 2.7 100.0	- - -	1 1.7 100.0	•	-	- - -
Don Tomas	ENTIAL stive Orde 11204	8 2.0 100.0	2.0 25.0	1.6	2.5			1 1.7 12.5	- - -	- -	-	1 0.7 12.5	7 2.7 87.5	2.9 62.5		2.7 12.5	5 2.1 62.5	2 3.3 25.0	-	-	1 1.9 12.5
Dunhill	4	7 1.7 100.0		1.6	0.8			-	1 1.3 14.3		-	2 1.4 28.6	5 1.9 71.4	2.9 71.4		- -	6 2.6 85.7	-	1 3.7 14.3		- - -
El Rey del	Mundo	2 0.5 100.0		-	- -	- -	- - -	1 1.7 50.0	- -	- - -	-	- -	0.8 100.0	0.6 50.0	1 0.5 50.0	- - -		- - -	- - -	-	-
Excalibur		1 0.2 100.0		-	0.8 100.0		- - -	-	- -	-	-	0.7 100.0	:	-	0.5 100.0	-	-	1 1.7 100.0	- - -	•	:

Table 16
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

																		7031 0		
			KING T	ENURE	(NO	NG FRE	ONAL)		IGAR B	RAND		SE TIONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT	
	TOTAL PRE-	2		11 OR	1 OR	2-3 PER	4+ PER	SMOK =====	ED MOS	T OFTEN	TOB. PRO	ACCO DUCTS	AGE	OF SM	OKER	-AL TOB-	TOB- ACCO	VENI- ENCE/	SPORT	
				YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	100.0	121 100.0 29.7	105 100.0 25.7		100.0	100.0	100.0		100.0	100.0	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	100.0	60 100.0 14.7			52 100.0 12.7
Fuente	17 4.2 100.0	2.0 11.8	11 5.9 64.7		3 2.9 17.6	1 2.0 5.9	4 6.7 23.5	1 1.3 5.9		-	2.8 23.5	13 4.9 76.5	5 2.9 29.4	10 5.1 58.8	2 5.4 11.8	11 4.7 64.7	1 1.7 5.9	-	1 16.7 5.9	
H. Upmann	7 1.7 100.0	1 1.0 14.3	6 3.2 85.7	-	3 2.9 42.9		1 1.7 14.3	-	-	1 3.6 14.3	2 1.4 28.6	5 1.9 71.4	2.3 57.1	3 1.5 42.9	-	4 1.7 57.1	3 5.0 42.9		- - -	
Habana Gold	2 0.5 100.0		1.1 100.0	-	2 1.9 100.0	-	-	-	-	- - -	- - -	0.8 100.0	1 0.6 50.0	1 0.5 50.0	-	1 0.4 50.0	1 1.7 50.0	- -	- - -	- -
Henry Clay	1 0.2 100.0		0.5 100.0		1 1.0 100.0	- - -	•	- - •	-	-	0.7 100.0	-	1 0.6 100.0	-	• -	•	1 1.7 100.0	-	- - -	
Hoyo de Monterrey	7 1.7 100.0	- - -	2 1.1 28.6	5 4.1 71.4	1 1.0 14.3	2 4.0 28.6	2 3.3 28.6	-	-	- - -	2 1.4 28.6	5 1.9 71.4	2 1.1 28.6	3 1.5 42.9	2 5.4 28.6	5 2.1 71.4	2 3.3 28.6	-	-	
J.R. Ultimate	0.5 100.0	1 1.0 50.0	1 0.5 50.0	-	-	- -	-		-	- - -	1 0.7 50.0	1 0.4 50.0	1 0.6 50.0	1 0.5 50.0	-	1 0.4 50.0	1 1.7 50.0		-	- -
Joya de Nicaragua	1 0.2 100.0	-	0.5 100.0	-	-	- - -	-	- - -	1 6.3 100.0	- -	-	1 0.4 100.0	-	0.5 100.0	-	1 0.4 100.0		-	-	-

Table 16 Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

																	=====	== === =		:==== = :	=====
			=====	CING TI	ENURE	(NO!	NG FREG	ONAL)		IGAR BI	RAND T OFTEN	US ADD I 1 TOB/	IONAL				TRADI -TION -AL		CERY/	REST- AURANT /CIGAR	
		TOTAL	2 YEARS		11 OR	1 OR LESS	2-3	4+					UCTS	AGE	OF SMC	KER	TOB-	тов-		•	
		PRE-	OR	3-10	MORE	PER	PER	PER	MACA-		ARTURO		NO	===== 18-34	75 - 5 /		ACCO SHOP	ACCO OUTLET	DIS-	CLUB/	MAIL ORDER
		MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES =====		=====		=====	=====	=====	=====	=====	=====
Base: Total Respond	ents	408 100.0 100.0	101 100.0 24.8		100.0		50 100.0 12.3		80 100.0 19.6	16 100.0 3.9	100.0	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
La Aurora		0.2 100.0		-	0.8 100.0	-	- - -	1 1.7 100.0	- - -	- - -	-	-	0.4 100.0	-	0.5 100.0	-	-	- -	-	-	1 1.9 100.0
La Finca		0.2 100.0	-	- -	0.8 100.0		1 2.0 100.0		-	- - -	- •	0.7 100.0	-	-	0.5 100.0	-	0.4 100.0	-	-	-	
La Gloria Cubana		0.5 100.0	•		0.8		1 2.0 50.0		-	- - -	-	-	0.8 100.0	-	2 1.0 100.0	-	0.9 100.0	-	- - -	- - -	- -
Las Cabrillas		1 0.2 100.0		0.5 100.0		- - -	-	- -	-	- - -	- -	-	0.4 100.0	-	- - -	1 2.7 100.0		- - -	- -	-	-
Licenciados	CON Under! IN	1 0.2 100.0		• •		-	• • • •	1.7 1.7 100.0		-	- - -	-	0.4 100.0	-	0.5 100.0		0.4 100.0		-	- - -	-
Macanudo	CONFIDENTIAL UnderProtective Order INPD 011206	90 22.1 100.0	24.8	22.6	19.0	22.9	16.0	10.0	86.3	12.5	3.6		21.2		20.5		21.0	18.3	33.3	50.0	19.2
Montecristo	IAL Order 06	2.0 100.0	2.0	1.6	2.5	5.7	7.	 	•	· •	 	2.1 37.5	1.9			1 2.7 12.5		-	11.1 37.5	-	- -

Table 16 Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

																	=====	======	======	======	=====
			=====	KING T		(NO	NG FRE	DNAL)	C	IGAR B	RAND	U: ADD I	SE TIONAL				TRADI			REST- AURANT /CIGAR	
		TOTAL	2 YEARS		11 OR	1 OR	2-3	4+			T OFTEN	TOBA					-AL		VENI-	BAR/	
		PRE-	OR	3-10	MORE	PER	PER	PER			ARTURO		DUCTS	AGE	OF SMO	OKER	TOB-	TOB- ACCO	ENCE/ DIS-	SPORT CLUB/	
		MIUM =====	LESS		YEARS		WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP		COUNT	EVENT	
Base: Total Respond	lents	408 100.0 100.0	100.0	100.0		105	50 100.0	60 100.0	80 100.0	16 100.0	28	144 100.0	264 100.0	174 100.0	195	37	233 100.0	60	27 100.0 6.6	6 100.0	52 100.0
Montecruz		1	-	-	1	-	1	-	1	-	-	_	1	-	1	_	1	_		_	_
		0.2 100.0	-	-	0.8 100.0	-	2.0 100.0	-	1.3 100.0	-		-	0.4 100.0	-	0.5 100.0	-	0.4 100.0	-	-	- -	-
Montesino		1	-	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	1
		0.2 100.0	-	0.5 100.0	-	-	2.0 100.0	-	-	-	-	0.7 100.0	-	-	0.5 100.0	· -	- -	-	-	-	1.9 100.0
Nat Sherman		3	-	1	2	-	1	-	-	-	-	-	3	-	2	1	2	-	-		
		0.7 100.0	-	0.5 33.3	1.7 66.7	-	2.0 33.3	-	-	-	-	-	1.1	-	1.0 66.7	2.7 33.3	0.9 66.7	-	-	-	-
Onyx		1	1	•	-	1	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-
		0.2 100.0	1.0 100.0	-	-	1.0 100.0	•	-		-	-	-	0.4 100.0	0.6 100.0	-	-	0.4 100.0	-	-	-	-
Padron		2 0.5	-	1 0.5	1 0.8	-	-	1 1.7	-	-	-	-	2	-	1	1	. 1	-	-	-	1
		100.0	-	50.0	50.0	-	-	50.0	-	-	-	-	0.8	-	0.5 50.0	2.7 50.0	0.4 50.0	-	-	-	1.9 50.0
Palma Throwouts		1 0.2	-	-	1 0.8	1 1.0	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
		100.0	-	-		100.0	-	•	-	-	-	0.7 100.0	-	0.6 100.0	•		0.4 100.0	-	-	-	-
Partagas	ā	16 3.9	4 4.0	7 3.8	5 4.1	5 4.8	3 6.0	2 3.3	2 2.5	9 56.3	2 7.1	4 2.8	12 4.5	4 2.3	12 6.2	-	11	2	-	-	2
	nder CO	100.0	25.0	43.8	31.3	31.3	18.8	12.5	12.5	56.3	12.5	25.0	75.0	25.0	75.0	-	4.7 68.8	3.3 12.5	-	-	3.8 12.5
	CONFIDENTIAL UnderProtective Order INPD 011207																				
	ENT ctive																				
NPD Custom Research	Ord Ord																				
	er					Proje	ct Y4V	X007-1	- 0	GENERAL	CIGAR	UTITTA	DE AND	USAGE							

Table 16
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

																	=====	======	=====	:==== = :	=====
				CING TE	NURE	(NOI	NG FREG	ONAL)	C:	IGAR B	RAND	US ADD I I	SE TIONAL				TRADI		CON-	AURANT /CIGAR	
		TOTAL PRE- MIUM	OR LESS		YEARS	PER WEEK		4+ PER WEEK	MACA-	PART - AGAS	T OFTEN ====== ARTURO FUENTE	YES	OUCTS NO	===== 18-34	35-54	55+	SHOP	TOB- ACCO OUTLET	VENI- ENCE/ DIS- COUNT	SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Responde	ents	408 100.0 100.0	101 100.0		121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16 100.0	100.0	144 100.0	264	174 100.0 42.6	195 100.0 47.8	37	233	60	27 100.0 6.6	6	52 100.0
Punch		11 2.7 100.0		2.7					- - -	-	-	5 3.5 45.5	6 2.3 54.5	2.3 36.4	7 3.6 63.6	-	5 2.1 45.5	2 3.3 18.2	-	- - -	3.0
Puros Indios		2 0.5 100.0	1.0				1 2.0 50.0		-	- - -	- - -	1 0.7 50.0		- -	1.0 100.0	- -			-	-	1 1.9 50.0
Romeo y Julieta		6 1.5 100.0	2.0	0.5		1.0		3.3		-	- - -	1 0.7 16.7		2 1.1 33.3	3 1.5 50.0	1 2.7 16.7		1.7		- -	- -
Royal Jamaica		6 1.5 100.0	2.0	1.1		1.9	4.0) -		 	 	2.1 50.0	1.1	1.7 50.0	1.0	2.7		3.3	; -		- - -
Santa Clara		0.2 100.0	<u>?</u> -	· -	0.8			 	 		 	- -	0.4 100.0		0.5 100.0			 	· -	 	1 1.9 · 100.0
Te-Amo	CONF UnderPr	1.7 100.0		1.1	2.5	5 1.9	,	- 1.7 - 14.3		• ·	- ·	2.1 42.9	1.5	2.3 57.1	1.5	-	2.6	5 1.7	7 .	 	· -
Thomas Hinds	CONFIDENTIAL UnderProtective Ord INPD 011208	0.2 100.0		- 0.5 - 100.0		- ·	- ·	<u>.</u> .		- -	- ·		0.4 0.4 100.0			-	 		3.7 · 100.0	7 -	· -

Table 16
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

																=====	======	=====		
			KING T		(NO	NG FRE	ONAL)	•	***********	241/0		SE				TRADI		DRUG/ GRO-	REST-	
	PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK	PART-	OFTEN	TOB/ PROI	DUCTS		OF SMO		-TION -AL TOB-	TOB-	VENI- ENCE/	SPORT	
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK ====	WEEK	NUDO	AGAS	FILENTE	VEC.	NO.	10-7/	75 5/	ce.	01100	OUTLET		CLUB/ EVENT	
Base: Total Respondents	408 100.0	101 100.0	186	121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16 100.0	28 100.0	144	264 100.0	174 100.0	195 100.0	77	233 100.0		27 100.0 6.6	6 100.0	
Thompson	11 2.7 100.0	1 1.0 9.1	3 1.6 27.3	7 5.8 63.6	4 3.8 36.4	1 2.0 9.1	1 1.7 9.1	-	- - -	-	6 4.2 54.5	5 1.9 45.5	1 0.6 9.1	6 3.1 54.5	4 10.8 36.4	1 0.4 9.1	1 1.7 9.1	1 3.7 9.1	-	8 15.4 72.7
Tobacco Place	1 0.2 100.0	- -	-	0.8 100.0			1 1.7 100.0	-	-	-		0.4 100.0		-	1 2.7 100.0		-	1 3.7 100.0	-	
Upmann	10 2.5 100.0	1 1.0 10.0	2.2 40.0		3 2.9 30.0	2 4.0 20.0	2 3.3 20.0	- - -	-	-	2 1.4 20.0	8 3.0 80.0	3 1.7 30.0	5 2.6 50.0	1 2.7 10.0	5 2.1 50.0	1 1.7 10.0	- - -	1 16.7 10.0	
Veracruz	0.2 100.0	- - •	0.5 100.0	-	- -	-	- -	-	- -	-	0.7 100.0	- - -	-	0.5 100.0	-	0.4 100.0		-	-	
Zino	0.2 100.0		0.5 100.0		1 1.0 100.0	- - -	-	- -	-	- - -	0.7 100.0	-	1 0.6 100.0		•	0.4 100.0	-	- -	-	•
Other	38 9.3 100.0	12 11.9 31.6	13 7.0 34.2	13 10.7 34.2	9 8.6 23.7	3 6.0 7.9	7 11.7 18.4	-	- - -		16 11.1 42.1	22 8.3 57.9	13 7.5 34.2	21 10.8 55.3	4 10.8 10.5	16 6.9 42.1	7 11.7 18.4	3 11.1 7.9	1 16.7 2.6	5 9.6 13.2
Don't know/No Others	9 2.2 100.0	3 3.0 33.3	2.2 44.4	2 1.7 22.2	1 1.0 11.1	2 4.0 22.2	2 3.3 22.2	-		1 3.6 11.1	5 3.5 55.6	4 1.5 44.4	2 1.1 22.2	2.1 44.4	3 8.1 33.3	3 1.3 33.3	3 5.0 33.3	1 3.7 11.1	-	2 3.8 22.2

CONFIDENTIAL UnderProtective Orde INPD 011209

Table 16 Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

		=======================================
		DRUG/
	SMOKING FREQUENCY	GRO- REST-
	SMOKING TENURE (NON-SEASONAL) USE	TRADI CERY/ AURANŢ
	======================================	-TION CON- /CIGAR
	2 1 OR SMOKED MOST OFTEN TOBACCO	-AL VENI- BAR/
	TOTAL YEARS 11 OR LESS 2-3 4+ ========== PRODUCTS AGE OF SMOKE	ER TOB- TOB- ENCE/ SPORT
	PRE- OR 3-10 MORE PER PER PER MACA- PART- ARTURO ===============================	==== ACCO ACCO DIS- CLUB/ MAIL
	MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 5	55+ SHOP OUTLET COUNT EVENT ORDER
		
Base: Total Respondents	408 101 186 121 105 50 60 80 16 28 144 264 174 195	37 233 60 27 6 52
•	100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0	00.0 100.0 100.0 100.0 100.0 100.0
	100.0 24.8 45.6 29.7 25.7 12.3 14.7 19.6 3.9 6.9 35.3 64.7 42.6 47.8	9.1 57.1 14.7 6.6 1.5 12.7
Sigma	408 101 186 121 105 50 60 80 16 28 144 264 174 195	37 233 60 27 6 52
	100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0	00.0 100.0 100.0 100.0 100.0 100.0
	100.0 24.8 45.6 29.7 25.7 12.3 14.7 19.6 3.9 6.9 35.3 64.7 42.6 47.8	9.1 57.1 14.7 6.6 1.5 12.7

CONFIDENTIAL
UnderProtective Order
INPD 011210

Table 17 Q.1b/c SEC.B Total Second/Third Brand That Comes To Mind

																		1031 U	FIEN ======	
			KING T	ENURE	(NO	NG FRE	ONAL)	C	ICAD D) A N D	US					TRADI		DRUG/ GRO- CERY/	REST- AURANT	
		2 YEARS		11 OR	1 OR	2-3	4+	SMOK		OFTEN	TOBA	TIONAL ACCO OUCTS	AGE	OF SM	OKER	-TION -AL TOB-	TOB-	VENI-	/CIGAR BAR/ SPORT	
	PRE- MIUM =====	OR LESS		YEARS				NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	===== 35-54	55+	ACCO SHOP	ACCO OUTLET	DIS-	CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0		186 100.0	121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16	28	144 100.0	264	174 100.0	195 100.0 47.8	37	233	60	27 100.0 6.6	6 100.0	52 100.0 12.7
<u>Domestic Brands (Net)</u>	59 14.5 100.0	9 8.9 15.3			20 19.0 33.9	5 10.0 8.5		11 13.8 18.6	•	1 3.6 1.7	26 18.1 44.1	33 12.5 55.9	26 14.9 44.1	24 12.3 40.7	9 24.3 15.3	27 11.6 45.8	13 21.7 22.0	8 29.6 13.6	-	8 15.4 13.6
Antonio y Cleopatra	3 0.7 100.0	1 1.0 33.3	0.5 33.3	0.8 33.3	2 1.9 66.7	-	-	1 1.3 33.3		-	2 1.4 66.7	1 0.4 33.3	2 1.1 66.7	1 0.5 33.3	-	1 0.4 33.3	2 3.3 66.7	-	: :	- -
Avanti	1 0.2 100.0	- - -	0.5 100.0	-	1 1.0 100.0	-	- -	1 1.3 100.0	-	-	•	0.4 100.0	0.6 100.0	- - -		1 0.4 100.0	-	- - -	- - -	-
Backwoods Smokes	0.2 100.0		0.5 100.0	-	- - -	- -	1 1.7 100.0	-	-	-	-	0.4 100.0	0.6 100.0		-	- - -	-	1 3.7 100.0	-	- - -
Cazadores	0.2 100.0	1 1.0 100.0	-	-	1 1.0 100.0	-	-	-	-	-	- -	0.4 100.0		0.5 100.0	•	-	1 1.7 100.0	- - -	-	-
Dutch Masters	6 1.5 100.0	1 1.0 16.7	2 1.1 33.3	3 2.5 50.0	1.9 33.3	-	3 5.0 50.0	-	-	1 3.6 16.7	2 1.4 33.3	4 1.5 66.7	2 1.1 33.3	1 0.5 16.7	3 8.1 50.0	0.9 33.3	-	-	-	7.7 66.7
CONFII UnderPro	1.2 100.0	-	0.5 20.0	3.3 80.0	1.9 40.0	• •	3.3 40.0	1 1.3 20.0	-	-	1.4 40.0	3 1.1 60.0	1 0.6 20.0	1.0 40.0	5.4 40.0	1 0.4 20.0	1 1.7 20.0	1 3.7 20.0	-	3.8 40.0
CONFIDENTIAL UnderProtective Order INPD 011211 ch Research Custom					Proje	ect Y4V	/X007 -1	- 0	GENERAL	CIGAR	ATTITU	DE AND	USAGE							

Table 17 Q.1b/c SEC.B Total Second/Third Brand That Comes To Mind

																	=====	======	=====	======	=====
				CING TI	ENURE	-	I-SEAS(ONAL)	r	IGAR BI	DAND	US ADD 13	SE FIONAL				TRADI			REST- AURANT /CIGAR	
		TOTAL PRE-	2	3-10	11 OR MORE	1 OR	2-3 PER	4+ PER	SMOK	ED MOS	T OFTEN	TOB/ PRO	ACCO DUCTS		OF SMO		-AL TOB-	TOB- ACCO	VENI- ENCE/ DIS-	BAR/	MAIL
		MIUM =====	LESS	YEARS	YEARS		WEEK	WEEK	NUDO		FUENTE	YES	NO =====		35-54 =====			OUTLET			ORDER
Base: Total Resp	pondents	408 100.0 100.0	101 100.0 24.8		100.0			60 100.0 14.7			100.0	144 100.0 35.3	264 100.0 64.7			37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Evermore		1 0.2 100.0	-	-	0.8 100.0	-	-	-	-	- - -	-	-	0.4 100.0	- - -	0.5 100.0	-	0.4 100.0	-	-	-	-
Garcia y Vega/Wh	niffs	15 3.7 100.0	2.0 13.3	2.2			2 4.0 13.3		6 7.5 40.0	-	-	5 3.5 33.3		6 3.4 40.0	3.6	5.4 13.3	3.9	3 5.0 20.0	3.7	-	1 1.9 6.7
Grenadiers		0.2 100.0	- - -	- - -	0.8 100.0		-	-	-	-	- - -	0.7 100.0		0.6 100.0		-	0.4 100.0	- - -	- - -	- -	-
Hav-a-Tampa/Jewe	els	4 1.0 100.0	-		1.7		1 2.0 25.0		-	- -	-	1 0.7 25.0		2 1.1 50.0		-	•••	1.7		-	- -
House of Windso	r	1 0.2 100.0		0.5 100.0	; -	1 1.0 100.0		- -	- - -	- - -	- -	0.7 100.0		- - -	- -	1 2.7 100.0	0.4 100.0	-	-	- -	-
King Edward	CONF UnderPro INPI	1.0 100.0	1.0	0.5		2.9	-	- -	1.3 25.0			3 2.1 75.0	0.4		0.5			1.7		- -	1 1.9 25.0
La Corona	CONFIDENTIAL UnderProtective Or INPD 011212	1 0.2 100.0) -	. <u>-</u>	-	- - -	1.7 1.7 100.0		- -	- - -	-	0.4 100.0		0.5 100.0		0.4 100.0		-	-	- -

Table 17
Q.1b/c SEC.B Total Second/Third Brand That Comes To Mind

	TOTAL PRE- MIUM	2 YEARS OR LESS	3-10	11 OR MORE YEARS	(NO ===== 1 OR LESS PER WEEK	2-3 PER	ONAL) ====== 4+ PER WEEK	C SMOK ===== MACA- NUDO	PART- AGAS	RAND FOFTEN ====== ARTURO FUENTE ======	ADD I TOB PROI =====	NQ	18-34	35-54	55+	SHOP	TOB- ACCO OUTLET	CERY/ CON- VENI- ENCE/ DIS-	SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0		100.0	121 100.0 29.7		100.0	100.0	100.0	100.0	28 100.0 6.9	100.0	100.0		195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	100.0	6 100.0 1.5	100.0
Muriel	1 0.2 100.0	•	0.5 100.0		-	- - -	-	- - -	- -	- - -	0.7 100.0	- - -	- -	0.5 100.0	- - -	-	-	- -	- - -	-
Optimo	1 0.2 100.0	-	0.5 100.0		- - -	-	1 1.7 100.0	-	-	:	-	0.4 100.0	0.6 100.0		-	-	-	1 3.7 100.0	- -	- - -
Phillies	1 0.2 100.0	-	0.5 100.0		- - -	- - -	- - -	-	- - -	- - -	-	0.4 100.0	0.6 100.0	-	-	-	1 1.7 100.0	- -	-	-
Prince Albert	1 0.2 100.0	-		1 0.8 100.0	1 1.0 100.0	- - -	- - -	- - -	-	-	0.7 100.0		-	0.5 100.0	-	-	-	- - -	-	1 1.9 100.0
Swisher/Sweets	13 3.2 100.0	3.0 23.1				2 4.0 15.4	-	1 1.3 7.7	-	-	5 3.5 38.5	8 3.0 61.5	10 5.7 76.9	3 1.5 23.1	-	6 2.6 46.2	3 5.0 23.1		-	- -
Tampa Nuggets	0.2 100.0	•	-	0.8 100.0	- - -	-	1 1.7 100.0	-	-	- -	-	0.4 100.0	-	- - -	1 2.7 100.0		- - -	1 3.7 100.0	-	- -
Tiparillo	1 0.2 100.0	-	-	0.8 100.0	1 1.0 100.0	-	- - -	-	- - -	-	1 0.7 100.0	-	-	-	1 2.7 100.0	-	-	3.7 100.0		•

CONFIDENTIAL UnderProtective Orc INPD 011213

Table 17 Q.1b/c SEC.B Total Second/Third Brand That Comes To Mind

	·		2 YEARS	(ING TE	11 OR	1 OR LESS	1-SEAS(====== 2-3	ONAL) ====== 4+	SMOKE	=====	T OFTEN	TOBA PROD	IONAL CCO OUCTS		OF SMO	KER	TRADI -TION -AL TOB-		CON- VENI- ENCE/	AURANT /CIGAR BAR/	MAIL
		PRE- MIUM	OR LESS	YEARS			PER WEEK		NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54		SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Re	espondents	408 100.0 100.0	100.0					100.0	80 100.0 19.6	16 100.0 3.9		144 100.0 35.3	264 100.0 64.7			37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	
White Owl		5 1.2 100.0	1.0		2 1.7 40.0			3.3 40.0	- - -	- - -	-	2.8 80.0	0.4 20.0	0.6 20.0	2.1 80.0	-	4 1.7 80.0	1 1.7 20.0	- - -	-	-
William Penn		2 0.5 100.0	-	-	2 1.7 100.0	1.9 100.0	-	-	-	- -	- -	2 1.4 100.0	- - -	- - -	1 0.5 50.0	1 2.7 50.0	-	-	7.4 100.0	- - -	-
Wolf Brothers		1 0.2 100.0		- - -	0.8 100.0	1 1.0 100.0		- -	- - -	-	- -	0.7 100.0	-	-	0.5 100.0	- - -	-	-	3.7 100.0		-
Premium Brands	s (Net)	278 68.1 100.0	73.3	71.0	59.5	63.8	70.0	63.3	72.5	93.8	85.7	55.6			68.2			56.7	33.3	66.7	
Arturo Fuente		26 6.4 100.0	5.9	9.1	2.5		12.0	5.0	6.3	6.3		5.6	6.8	9.2	5.1	-		8.3	3.7	• .	3 5.8 11.5
Ashton	CON Underl INI	1.5 100.6	5	- 1. - 1. - 33.3	3.3					6.3	_	- - -	2.3 100.0	1.1	2.1			1.7		 	1 1.9 16.7
Astral	CONFIDENTIA UnderProtective O INPD 011214	1.0 100.0	0 2.		1 .	- 1.9 - 50.0	9	- 2 - 3.3 - 50.0	3 -	• ·	- 1 - 3.6 - 25.0		0.8	1.1	1.0		1.3 75.0	,	3.7 25.0		- - -

Table 17
Q.1b/c SEC.B Total Second/Third Brand That Comes To Mind

																	====	======			=====
			KING T		(NO	N-SEAS	QUENCY Onal)	r	IGAR B	RAND		SE TIONAL				TRADI		CERY/	REST- AURANT /CIGAR		
		TOTAI PRE -	2 . Years or		11 OR MORE	1 OR	2-3 PER	4+ PER	SMOK	ED MOS	T OFTEN	TOB/ PRO	ACCO DUCTS		OF SMO		-AL TOB-	TOB- ACCO	VENI-		MAIL
		MIUM			YEARS				NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT		ORDER
Base: Total Respond	dents	408 100.0 100.0	101 100.0	186	121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16 100.0	28	144 100.0	264 100.0	174 100.0		37	233 100.0	60	27	6 100.0	52 100.0 12.7
Avo		2.0 100.0	1.0	4 2.2 50.0	3 2.5 37.5	-	1 2.0 12.5	-	-	- -	1 3.6 12.5	1 0.7 12.5	7 2.7 87.5	2.3 50.0		-	6 2.6 75.0	- - -	1 3.7 12.5	- - -	1 1.9 12.5
Baccarat		6 1.5 100.0	1.0	2.2 66.7	1 0.8 16.7	-	3 6.0 50.0	-	-	-	-	3 2.1 50.0	3 1.1 50.0	2 1.1 33.3	4 2.1 66.7	•	5 2.1 83.3	1 1.7 16.7	-	:	- - -
Bances		1 0.2 100.0		1 0.5 100.0	-	<u>-</u> -	-	- - -		-	- -	0.7 100.0	- - -	1 0.6 100.0	- - -	-	0.4 100.0	-	-	-	-
Bauza		1 0.2 100.0	-	- - -	1 0.8 100.0	-	-	1 1.7 100.0	-	6.3 100.0	- - -	- - -	1 0.4 100.0	- -	0.5 100.0	-	0.4 100.0	- -	-	-	-
Bering (Premium)		3 0.7 100.0	1.0	1 0.5 33.3	0.8 33.3	2 1.9 66.7	1 2.0 33.3	-	-	1 6.3 33.3	-	1 0.7 33.3	2 0.8 66.7	0.6 33.3	2 1.0 66.7	-	2 0.9 66.7	1 1.7 33.3	-	-	-
Butera Royal	C Und I	1 0.2 100.0	1 1.0 100.0	- -	•		- - -	- - -	•	-	-	-	0.4 100.0	0.6 100.0	-	- - -	1 0.4 100.0	-		-	-
C.A.O	CONFIDENT UnderProtective INPD 0112	1 0.2 100.0	1 1.0 100.0		-	-	- -	-	-	- - -	- -	0.7 100.0	-	-	1 0.5 100.0	- -	0.4 100.0		-	- - -	-

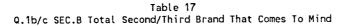
Table 17 Q.1b/c SEC.B Total Second/Third Brand That Comes To Mind

																	======	======	=== = =	======	====	:=
				CING TE		(NO	NG FREG N-SEASC	NAL)	C	IGAR BI	RAND		IONAL				TRAD1		CON-	AURANT /CIGAR		
		TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER		=====	OFTEN ====== ARTURO		CCO OUCTS	=====	OF SMC	=====	ACCO	TOB- ACCO	DIS-	SPORT CLUB/	MAIL	
		MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====		35-54 =====		SHOP =====	OUTLET		EVENT ======	ORDE	
Base: Total Respo	endents	408 100.0 100.0		186 100.0 45.6	100.0			60 100.0 14.7		100.0	28 100.0 6.9	144 100.0 35.3			195 100.0 47.8	37 100.0 9.1		60 100.0 14.7		6 100.0 1.5	100	
Cabanas		1 0.2 100.0		0.5 100.0		- - -	1 2.0 100.0	-	-	- -	-	0.7 100.0	- - -	- -	0.5 100.0	-	0.4 100.0		-	- - -		-
Cacique		1 0.2 100.0		0.5 100.0		- -	2.0 100.0		1 1.3 100.0	; -	-	-	0.4 100.0		0.5 100.0	-	-	- - -	1 3.7 100.0			-
Canaria d'Oro		1 0.2 100.0	-	- -	0.8 0.00	} -	- - -	-	-	. <u>.</u>	-	0.7 100.0		-	0.5 100.0	- -	- - -	- - -	- - -		1 100	.9 .0
Carrington	•	0.2 100.0		0.5 0.00	; -	· •	· -	- - -	-	6.3 100.0	; -	0.7 100.0		-	0.5 100.0	-	- - -			· •	•	-
Cohiba	Ur	28 6.9 100.0	10.9	4.3	7.4	9.5	5 2.0		6.3	12.5	21.4	3.5		5.7	6.7			5.0	3.7			3 5.8 5.7
Cruz Real	CONFIDENTIAL UnderProtective Orc	0.2 100.0	1 1.0 2 1.0 3 100.0	· 5 ·	• ·	• ·	 			• ·	 	0.7 100.0	-	0.6 100.0		•	 	· ·	 	• •	- - 1 - 100	1 1.9).0
Cuba Aliados	ENTIAL ctive Ord)11216	0.: 100.	1 2 1.0 0 100.0		- ·	- ·	- ·	· 1.7		- ·	- 1.6 - 3.6 - 100.0		0.4 100.0		0.5 100.0		- 1.4 - 0.4 - 100.0	-	• ·	• ·	• •	- -

Table 17 Q.1b/c SEC.B Total Second/Third Brand That Comes To Mind

																=====	, , , :======			
	TOTAL	2		=====	(NO	NG FREN N-SEAS	ONAL)	SMOK		RAND T OFTEN	ADD I TOB	SE TIONAL ACCO DUCTS	ACE	OF SMO	OVER.	TRADI -TION -AL	TOB-	DRUG/ GRO- CERY/ CON- VENI-	REST- AURANT /CIGAR BAR/	
	PRE- MIUM	OR LESS	3-10 YEARS	MORE YEARS	PER Week	PER WEEK	PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	===== 35-54	55+	ACCO	ACCO OUTLET	DIS-	SPORT CLUB/ EVENT	UBUED
Base: Total Respondents	408 100.0 100.0	101	186 100.0	121 100.0	105 100.0	50 100.0	60 100.0	80	16 100.0	28 100.0	144 100.0	264 100.0 64.7	174 100.0	195 100.0	37 100.0	233	60	27 100.0	6 100.0	
Cubita	0.5 100.0	- -	0.5 50.0		-		-	1 1.3 50.0	- - -	-	- - -	0.8 100.0	0.6 50.0	1 0.5 50.0	-	0.9 100.0	-	-		
Cuesta Rey	1 0.2 100.0	- - -	0.5 100.0	-	- - -	-	-	- -	-	-	-	1 0.4 100.0	0.6 100.0	-	-	-	1 1.7 100.0	-	- - -	• •
Davidoff	6 1.5 100.0	1 1.0 16.7	2 1.1 33.3	3 2.5 50.0	1 1.0 16.7	1 2.0 16.7	-	2 2.5 33.3	1 6.3 16.7	1 3.6 16.7	1 0.7 16.7	5 1.9 83.3	1 0.6 16.7	4 2.1 66.7	1 2.7 16.7	4 1.7 66.7	-	1 3.7 16.7	- -	
Don Diego	11 2.7 100.0	3 3.0 27.3	6 3.2 54.5	2 1.7 18.2	-	1 2.0 9.1		3 3.8 27.3	1 6.3 9.1			9 3.4 81.8	6 3.4 54.5	4 2.1 36.4	1 2.7 9.1	5 2.1 45.5	2 3.3 18.2	•	-	2 3.8 18.2
Don Juan	1 0.2 100.0	-	0.5 100.0	-	-	1 2.0 100.0	- - -	- - -	- - -	:	1 0.7 100.0	-	-	0.5 100.0	-	-	-	- - -		1 1.9 100.0
Don Lino	5 1.2 100.0	1 1.0 20.0	1 0.5 20.0	3 2.5 60.0	1.9 40.0	-	-	1 1.3 20.0	-	• •	2 1.4 40.0	3 1.1 60.0	1 0.6 20.0	2.1 80.0	•	3 1.3 60.0	1 1.7 20.0	-		1 1.9 20.0
Don Tomas	2.0 100.0	1 1.0 12.5	7 3.8 87.5	-	1 1.0 12.5	1 2.0 12.5	3 5.0 37.5	2 2.5 25.0	- - -	• •	2 1.4 25.0	6 2.3 75.0	5 2.9 62.5	2 1.0 25.0	- -		-		1 16.7 12.5	1 1.9 12.5

CONFIDENTIAL UnderProtective Order INPD 011217



																	=====			======	=====
				CING TI	ENURE	(NO	NG FREG	ONAL)	C:	IGAR BI	RAND	US ADD I T	SE IONAL				TRADI -TION		CERY/	REST- AURANT /CIGAR	
		TOTAL	2 YEARS		11 OR	1 OR LESS	2-3	4+	SMOK	ED MOS	OFTEN	TOB#	ACCO DUCTS	AGE	OF SMC	KER	-AL TOB-	TOB-	VENI- ENCE/	BAR/ SPORT	
		PRE- MIUM	OR LESS	3-10 YEARS	MORE YEARS	PER WEEK	PER WEEK	PER WEEK	NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54 =====	55+	SHOP	ACCO OUTLET	DIS- COUNT		MAIL ORDER
Base: Total Re	espondents	408 100.0 100.0			100.0				80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Dunhill		23 5.6 100.0		12 6.5 52.2	5.0	6 5.7 26.1			7 8.8 30.4	1 6.3 4.3	1 3.6 4.3	5 3.5 21.7	18 6.8 78.3	11 6.3 47.8	11 5.6 47.8	1 2.7 4.3	15 6.4 65.2	3 5.0 13.0	2 7.4 8.7	-	- -
Excalibur		1 0.2 100.0	-	0.5 100.0		1 1.0 100.0		-	-	-	- - -	0.7 100.0	- - -	0.6 100.0	•	- - -	-	- - -	-	-	•
Fuente	CON Underl INJ	9 2.2 100.0		2.7						1 6.3 11.1		3 2.1 33.3	6 2.3 66.7	5 2.9 55.6		1 2.7 11.1	5 2.1 55.6	2 3.3 22.2	-	- - -	1 1.9 11.1
H. Upmann	CONFIDENTIAL UnderProtective Ord INPD 011218	15 3.7 100.0	3.0	3.2	5.0	2.9		1.7		6.3			10 3.8 66.7	8 4.6 53.3	2.6	2 5.4 13.3				1 16.7 6.7	
Habana Gold	TAL Order	4 1.0 100.0				1.9	4.0	ı -	2.5 50.0	-	-	1 0.7 25.0		0.6 25.0		- -		1.7	٠ -	- - -	- -
Henry Clay		2 0.5 100.0	1.0			1.0 50.0		-	1.3 50.0		- -	-	0.8 100.0	1.1		-	0.9 100.0	-	-	- - -	- - -
Hoyo de Monte	ггеу	13 3.2 100.0	2.0	4.3	2.5	1.9	4.0	10.0	2.5	, -	3 10.7 23.1	2.8		9 5.2 69.2	2.1	- - -	11 4.7 84.6	, <u>-</u>	-	1 16.7 7.7	

Table 17
Q.1b/c SEC.B Total Second/Third Brand That Comes To Mind

			KING T	ENURE	(NO	NG FRE	ONAL)	c.	IGAR BI	RAND	U:	SE FIONAL				TRADI		CERY/	REST-	
	TOTAL			11 OR		2-3	4+	SMOK	ED MOS	T OFTEN	TOB/ PRO	ACCO DUCTS	AGE	OF SM	OKER	-AL TOB-	TOB-	VENI- ENCE/		
	PRE- MIUM =====	OR LESS		MORE YEARS	PER WEEK			NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	===== 35-54	===== 55+	ACCO SHOP	ACCO OUTLET	DIS-	CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0	60	80 100.0	16	28 100.0	144 100.0	264	174 100.0	195 100.0	37	233	60 100.0 14.7	27	6	100.0
J.R. Ultimate	3 0.7 100.0	1 1.0 33.3	0.5 33.3	0.8 33.3		1 2.0 33.3	2 3.3 66.7	1 1.3 33.3	- -	-	1 0.7 33.3	2 0.8 66.7	2 1.1 66.7		1 2.7 33.3	- - -	2 3.3 66.7	• •	1 16.7 33.3	
Jimenes	0.2 100.0	-	-	0.8 100.0	- -	-	-	-		- - -	-	0.4 100.0		0.5 100.0	-	0.4 100.0	-	-	-	- -
Jose Benito	0.2 100.0	-	0.5 100.0	-	-	-	- - -	-	-	-	-	1 0.4 100.0		0.5 100.0	-	-	-	-	- - -	1 1.9 100.0
La Fontana	0.2 100.0	1 1.0 100.0	-	- - -	- - -	-	-	- - -	- - -	-	:	0.4 100.0	-	1 0.5 100.0	-	1 0.4 100.0	-	-	-	- -
La Gloria Cubana	6 1.5 100.0	1 1.0 16.7	2.2 66.7	1 0.8 16.7	1 1.0 16.7	-	2 3.3 33.3	-	-	- - -	1 0.7 16.7	5 1.9 83.3	3 1.7 50.0	3 1.5 50.0	-	4 1.7 66.7	-	-		2 3.8 33.3
La Unica	0.5 100.0	1 1.0 50.0	1 0.5 50.0	-	· -	• •	- - -	-	-	1 3.6 50.0	•	2 0.8 100.0	1 0.6 50.0	1 0.5 50.0	-	1 0.4 50.0	-	-	-	•
Las Cabrillas	0.2 100.0	- - -	0.5 100.0	- - -	-	-	1 1.7 100.0	- - -	- - -	-	- -	0.4 100.0	-	0.5 100.0	•	-	- - -	-		1 1.9 100.0

Table 17 Q.1b/c SEC.B Total Second/Third Brand That Comes To Mind

																	=====	======	=====	=== == :	=====	
		TOTAL		KING TI	ENURE =====	(NO? ====== 1 OR	NG FREG	ONAL)	SMOKI		RAND FOFTEN	TOBA	IONAL	AGE	OF SMC)KFR	TRADI -TION -AL TOB-	TOB-	CERY/ CON- VENI-	REST- AURANT /CIGAR BAR/ SPORT		
		PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	======	=====	ACCO	ACCO	DIS-	CLUB/	MAIL	
		MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====		35-54 =====	55+ =====		OUTLET	=====	=====	ORDER	:
Base: Total F	Respondents	408 100.0 100.0	100.0		100.0		50 100.0 12.3	60 100.0 14.7		16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6		37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	100.0	52 100.0 12.7)
Macanudo		59 14.5 100.0	9.9			12 11.4 20.3					14.3	19 13.2 32.2		25 14.4 42.4	31 15.9 52.5	3 8.1 5.1	35 15.0 59.3	7 11.7 11.9				2
Mi Cubano		1 0.2 100.0	-	0.5 100.0		-	-	-	-	- - -	-	0.7 100.0	-	0.6 100.0	- - -	- -	0.4 100.0	- -	-	- -	-	
Montecristo		15 3.7 100.0	6.9	2.7							7.1 13.3	4 2.8 26.7			8 4.1 53.3	-	4.3 66.7	1.7			1 1.9 6.7	,
Montesino		0.5 100.0	-	0.5 50.0		1.9 100.0	-	-	-	-	1 3.6 50.0				1.0 100.0		0.9 100.0	-	-	- - -	-	•
Nat Sherman	C: Unde II	1.2 100.0		2.2	0.8		1 2.0 20.0						1.9 100.0	1.1	1.0		2.1 100.0	-	- -	. <u>.</u>	-	
Olor	CONFIDENTIAL UnderProtective Order INPD 011220	0.5 100.6	, -	· ·	. 2 · 1.7 · 100.0	• -	- -	- - -		- -	1 3.6 50.0	-	0.8 100.0		0.5 50.0			- - -	- -	 	3.8 100.0	В
Onyx	VTIAL ve Ordei [220	0.7 100.0	1.0		۱ -	- -	4.0 66.7) -		 	7.1 66.7	1.4		3 1.7 100.0	· -	-	3 1.3 100.0		· •			- -

Table 17
Q.1b/c SEC.B Total Second/Third Brand That Comes To Mind

																	=====	======	=====	======	=====
				KING T		(NO) =====	N-SEAS			IGAR B		ADDI	SE TIONAL				TRADI		CERY/	REST- AURANT /CIGAR	
		PRE-	YEARS OR	3-10	11 OR MORE	PER	2-3 PER	4+ PER	MACA-	PART-	T OFTEN ===== ARTURO	PRO		====		=====		TOB- ACCO	VENI-		MAIL
		MIUM =====	LESS	TEARS	TEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34 =====	35-54 =====	55+ =====	SHOP	OUTLET	COLUIT	CVCNT	ORDER
Base: Total Respo	ndents	408 100.0	101 100.0	186 100.0 45.6	121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16	28	144 100.0	264	174 100.0	195 100.0	37	233 100.0	60 100.0 14.7	27	6 100.0	52 100.0 12.7
Ornelas		0.2 100.0	1.0 100.0	- - -	-	-		1 1.7 100.0	- -	-	-	-	0.4 100.0		-	- -	0.4 100.0	- - -	-	-	-
Padron		0.5 100.0	1 1.0 50.0	0.5 50.0		1 1.0 50.0	- - -	-	1 1.3 50.0	-	-	•	0.8 100.0	1.1 100.0		- -	1 0.4 50.0	-	- - -	-	
Partagas		33 8.1 100.0	8 7.9 24.2	20 10.8 60.6	5 4.1 15.2	7 6.7 21.2	8.0 12.1	4 6.7 12.1	9 11.3 27.3	7 43.8 21.2	3 10.7 9.1	10 6.9 30.3	23 8.7 69.7	12 6.9 36.4	18 9.2 54.5	2 5.4 6.1	23 9.9 69.7	2 3.3 6.1	-	1 16.7 3.0	5 9.6 15.2
Pleiades		3 0.7 100.0	1 1.0 33.3	0.5 33.3	0.8 33.3	-	-	-	- -	-	-	2 1.4 66.7	0.4 33.3	2 1.1 66.7	0.5 33.3	-	3 1.3 100.0	-	-	-	-
Por Larranaga	Un (0.2 100.0	1 1.0 100.0	- -	-	•	- - -	- - -	-	- - -	1 3.6 100.0	-	0.4 100.0		0.5 100.0	-	1 0.4 100.0	-		-	- - -
Primo del Rey	CONFIDENTIAI nderProtective Or INPD 011221	0.7 100.0	- - -	3 1.6 100.0	- -	1 1.0 33.3	-	1 1.7 33.3	- -	-	3.6 33.3	2 1.4 66.7	1 0.4 33.3	1 0.6 33.3	1 0.5 33.3	1 2.7 33.3	1 0.4 33.3	1 1.7 33.3		-	1 1.9 33.3
Punch	CONFIDENTIAL UnderProtective Order INPD 011221	27 6.6 100.0	6 5.9 22.2	14 7.5 51.9	7 5.8 25.9	5 4.8 18.5	2 4.0 7.4	3 5.0 11.1	5 6.3 18.5	- - -	3 10.7 11.1	3 2.1 11.1	24 9.1 88.9	10 5.7 37.0	16 8.2 59.3	1 2.7 3.7	18 7.7 66.7	3 5.0 11.1	1 3.7 3.7	- -	7.7 14.8





Table 17 Q.1b/c SEC.B Total Second/Third Brand That Comes To Mind

				(ING TE	NURE	SMOKIN (NON	-SEASC	NAL)	C I	GAR BR	AND	US	E IONAL				TRADI		DRUG/ GRO- CERY/		
		TOTAL PRE- MIUM	2 YEARS OR		11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER WEEK	SMOKE ===== MACA-	D MOST	OFTEN ARTURO FUENTE	TOBA PROD ====== YES	CCO UCTS	====== 18-34		=====	-AL TOB-	TOB- ACCO OUTLET	VENI- ENCE/	BAR/ SPORT CLUB/	MAIL ORDER
Base: Total Respond	lents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6			50 100.0 12.3		80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3			195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	
Puros Indios		0.2 100.0		0.5 100.0	- -	1 1.0 100.0	-	-	-	-	- - -	- -	0.4 100.0	0.6 100.0	-	- - -	0.4 100.0	- - -	-	-	-
Romeo y Julieta		13 3.2 100.0	4.0			3.8 30.8	1 2.0 7.7		2.5 15.4		-	3 2.1 23.1	10 3.8 76.9	5 2.9 38.5	8 4.1 61.5	-	9 3.9 69.2	-	1 3.7 7.7	- -	
Royal Jamaica		16 3.9 100.0	2.0	3.8			2 4.0 12.5	1.7	6.3 31.3	-	1 3.6 6.3		11 4.2 68.8	7 4.0 43.8	9 4.6 56.3	-	9 3.9 56.3		3.7	- - -	3 5.8 18.8
Saint Luis Rey		0.2 100.0		0.5 100.0		- - -	-	1 1.7 100.0		- - -	- -	- - -	0.4 100.0		0.5 100.0	-	0.4 100.0		- -	-	- - -
Santa Clara	CC Unde IN	0.2 100.0	1 1.0 2 1.0 3 100.0			1.00 1.00		. <u>-</u>	- -	- -	- -	0.7 100.0		0.6 100.0	-	-	 	1.7 1.7 100.6	-		. <u>-</u>
Santa Damiana	CONFIDENTIAL UnderProtective Order INPD 011222	0.2 100.0	2 -	· •	0.8			 	. <u>.</u>		- - -	0.7 100.0		-	0.5 100.0		 		- -	•	
Santa Rosa	TIAL 'e Order 222	0.; 100.;	2 .	- 0.5 - 100.0		- 1.0 - 1.0	-	 	· -	 	 	-	0.4 100.0	0.6 100.0		•	· 0.4 · 100.0		 		· -

Table 17 Q.1b/c SEC.B Total Second/Third Brand That Comes To Mind

																	=====	======	======	======	=====
				CING TE		(NO	NG FREG	ONAL)	6.	IGAR BI	AND	US	E IONAL				TRADI			REST- AURANT /CIGAR	
		TOTAL PRE- MIUM	2	3-10 YEARS	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOKI =====: MACA-	ED MOST	OFTEN ====== ARTURO FUENTE	TOB/	CCO OUCTS	=====	OF SMC	=====	-AL TOB- ACCO	TOB- ACCO OUTLET	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL ORDER
Base: Total Respond	dents	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
		100.0 100.0	100.0 24.8	100.0 45.6							100.0 6.9	100.0 35.3	100.0 64.7			9.1		100.0 14.7	100.0 6.6	100.0	100.0 12.7
Santiago/Santa Cuba	ano	1 0.2 100.0	1 1.0 100.0	:	- - -	-	- - -	- - -	-	- - -	-	- - -	0.4 100.0	0.6 100.0	•	- - -	0.4 100.0		-	-	- - -
Te-Amo		16 3.9 100.0	3.0 18.8	6 3.2 37.5	7 5.8 43.8		2 4.0 12.5	1 1.7 6.3	7.5 37.5		-	10 6.9 62.5	6 2.3 37.5	8 4.6 50.0	7 3.6 43.8	1 2.7 6.3	11 4.7 68.8	3 5.0 18.8	-	- - -	2 3.8 12.5
Thomas Hinds		0.5 100.0	- - -	1.1 100.0	-	- - -	- - -	1 1.7 50.0		-	-	-	0.8 100.0	2 1.1 100.0	- - -	-	0.9 100.0	-	-	-	-
Thompson		3 0.7 100.0	2.0 66.7	0.5	- -	1 1.0 33.3	- - -	-	- - -	-	•	0.7 33.3		0.6 33.3		- - -	0.9 66.7	-	- - -	-	1 1.9 33.3
Troya		2 0.5 100.0	2.0 100.0	-	-	1 1.0 50.0		- - -	- - -	- - -	-	1.4 100.0		1.1 100.0	-		0.9 100.0	-	- -	- - -	-
Upmann	C Unda II	20 4.9 100.0						3.3	11.3		- -	4 2.8 20.0		8 4.6 40.0	3.1	5 13.5 25.0		6.7	• -		5.8 15.0
V Centennial	CONFIDEN UnderProtectiv INPD 011	1 0.2 100.0	1 1.0 100.0		-	- -	2.0 100.0		- -	- - -	- - -	-	0.4 100.0	-	0.5 100.0		0.4 100.0		 		. <u>.</u>

Table 17 Q.1b/c SEC.B Total Second/Third Brand That Comes To Mind

																=====	: == ====	=====		:====
		SMOK	(ING TE			IG FREG		CI	IGAR BE	RAND	US ADD I T	SE IONAL				TRADI		-	REST- AURANT /CIGAR	
	TOTAL PRE-	OR			PER	PER		MACA-	PART-	OFTEN ARTURO	TOBA PROD	CCO OUCTS		OF SMC		-AL TOB- ACCO	TOB- ACCO	VENI- ENCE/ DIS-	BAR/	MAIL
	MIUM	LESS =====	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES =====	NO =====	18-34 =====	35-54 =====	55+ =====	SHOP	OUTLET	COUNT	EVENT =====	ORDER
Base: Total Respondents		100.0				50 100.0 12.3				100.0				195 100.0 47.8				27 100.0 6.6		52 100.0 12.7
Zino	3 0.7 100.0		3 1.6 100.0		1 1.0 33.3	-	-	-	- - -	-	1 0.7 33.3		1 0.6 33.3	2 1.0 66.7		3 1.3 100.0	-	- - -	- - -	- - -
Other	43 10.5 100.0		20 10.8 46.5	10 8.3 23.3			15.0	4 5.0 9.3		10.7	9.7	29 11.0 67.4	19 10.9 44.2		4 10.8 9.3		8 13.3 18.6	3 11.1 7.0	-	3 5.8 7.0
Don't know/No Others	78 19.1 100.0	18.8	34 18.3 43.6		23 21.9 29.5	10 20.0 12.8	20.0		1 6.3 1.3		28.5	37 14.0 47.4		39 20.0 50.0			17 28.3 21.8		2 33.3 2.6	23.1
Sigma						81 162.0 12.7		153.8		175.0	148.6			301 154.4 47.2					8 133.3 1.3	157.7

CONFIDENTIAL JuderProtective Order INPD 011224

Table 18 Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

STORE PURCHASE CIGARS AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 1 OR SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ **PRODUCTS** AGE OF SMOKER TOB-TOB-ENCE/ SPORT 3-10 MORE PER PER PER MACA- PART- ARTURO ======== ==== ACCO DIS-MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT 186 121 50 60 80 16 28 144 264 174 195 37 233 60 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 24.8 29.7 25.7 12.3 14.7 19.6 45.6 3.9 6.9 35.3 64.7 42.6 47.8 9.1 57.1 14.7 6.6 1.5 12.7 170 38 20 31 28 10 111 59 58 93 31 10 28 41.7 26.7 42.5 52.9 36.2 40.0 51.7 35.0 18.8 35.7 41.0 42.0 33.3 47.7 51.4 38.6 51.7 37.0 16.7 53.8 46.5 37.6 22.4 11.8 18.2 16.5 1.8 5.9 34.7 65.3 34.1 54.7 11.2 52.9 18.2 0.6 16.5 8 3 5 2 2 2.0 1.6 4.1 1.0 5.0 1.4 2.3 3.6 2.7 2.1 3.3 1.9 100.0 37.5 62.5 12.5 37.5 25.0 75.0 87.5 12.5 62.5 25.0 12.5 2 0.7 1.0 0.5 0.8 2.0 1.0 1.7 1.3 0.7 0.8 1.1 0.5 0.9 3.7 100.0 33.3 33.3 33.3 33.3 33.3 33.3 66.7 66.7 33.3 66.7 33.3 2 2 0.5 1.7 2.0 0.8 1.0 0.9 100.0 - 100.0 50.0 - 100.0 - 100.0 - 100.0 1 1.0 0.5 0.8 1.0 1.7 1.3 6.3 1.1 1.5 0.4 1.7 100.0 33.3 33.3 33.3 33.3 33.3 33.3 - 100.0 - 100.0 33.3 33.3 15 2 2 2 2 11 10 3.7 2.0 3.2 5.8 3.8 4.0 3.3 2.5 3.6 4.9 3.0 5.6 1.7 2.7 4.3 1.7 3.7 5.8 100.0 13.3 40.0 46.7 26.7 13.3 13.3 13.3 46.7 53.3 6.7 20.0 73.3 6.7 66.7 6.7 20.0 2 6 5 2 1 2.0 2.2 3.3 1.9 4.0 3.3 1.3 2.3

1.4

25.0 75.0

0.6

12.5

2.6

62.5

5.4

25.0

1.7

50.0

1.7

12.5 25.0

7.4

1.9

- 12.5

CONFIDENTIAL UnderProtective Orde INPD 011225 NPD Custom Research

100.0

50.0 50.0 25.0 25.0

Base: Total Respondents

Domestic Brands (Net)

Antonio y Cleopatra

Backwoods Smokes

Bering (Domestic)

Cherry Blend

Dutch Masters

El Producto

25.0 12.5

Table 18
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

																	=====	======	=====	=== = =	=====
			2	KING T	=====	(NOR	NG FREG	(JANC		IGAR BI	RAND T OFTEN	TOBA	TONAL				TRADI -TION -AL		CERY/	REST- AURANT /CIGAR BAR/	
			YEARS		11 OR		2-3	4+			ADTUDO		UCTS		OF SMC			TOB-		SPORT	14 8 7 1
		PRE- MIUM	OR LESS	3-10 YEARS	MORE YEARS	PER WEEK	PER WEEK	PER WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54 =====	55+		ACCO OUTLET	DIS- COUNT	CLUB/ EVENT	MAIL ORDER =====
Base: Total Respond	dents	408 100.0 100.0	101 100.0 24.8		100.0	105 100.0 25.7		100.0	80 100.0 19.6		100.0	144 100.0 35.3		174 100.0 42.6		37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6		100.0
Garcia y Vega/Wh	iffs	7 1.7 100.0	-	5 2.7 71.4	2 1.7 28.6				1 1.3 14.3		2 7.1 28.6	2 1.4 28.6	5 1.9 71.4	3 1.7 42.9	3 1.5 42.9	1 2.7 14.3	5 2.1 71.4	2 3.3 28.6	-	-	- - -
Hav-a-Tampa/Jewe	ls	3 0.7 100.0	-	- - -	3 2.5 100.0	-	- - -	- - -	1 1.3 33.3		- - -	- - -	3 1.1 100.0	-	0.5 33.3	5.4 66.7	0.9 66.7	1 1.7 33.3	-	- - -	
House of Windsor		1 0.2 100.0		- - -	0.8 100.0	-	-	1 1.7 100.0		-	- - -	-	0.4 100.0	- - -	1 0.5 100.0	- - -	0.4 100.0	-	-	- -	-
King Edward		13 3.2 100.0	2.0	3.2	4.1		2.0			-	3.0	6 4.2 46.2		2.3 30.8		4 10.8 30.8		1.7			
Muriel	CONF UnderPr INPI	0.5 100.0	-	 	1.7 100.0	-	- - -	-	-	- - -	-	0.7 50.0		-	1.0 100.0	-	-	- -	-	- -	3.8 100.0
Parodi	CONFIDENTIAL UnderProtective Order INPD 011226	0.2 100.0	٠	 	0.8		1 2.0 100.0		-		-	-	0.4 100.0	-	0.5 100.0	- -	0.4 100.0		-	 -	- -
Phillies	hrder 6	2.2 100.0	2.0	3.2	0.8			1.7	1 1.3 11.1			2 1.4 22.2	2.7	5 2.9 55.6		1 2.7 11.1	3 1.3 33.3	5.0 33.3		• • • • • • • • • • • • • • • • • • •	1.9 1.1

Table 18
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

				(NO	N-SEAS	ONAL)	c.	IGAR BI	RAND						TRADI		DRUG/ GRO- CERY/	REST- AURANT	
	2			1 OR											-AL			-	
		7 40			2-3	4+									TOB-	TOB-			
																			ORDER
																			=====
408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
																			100.0
100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
1	-	1	-	-	1	-	-	-	-	-	1	-	1	-	1	-	-	-	-
	-		-	-			-	-	-	-		-				-	-	-	-
100.0	-	100.0	-	-	100.0	-	-	-	-	-	100.0	-	100.0	-	100.0	-	-	-	-
3	1	-			1	-	-	-	-	2	1	-	_		1	-	-	-	1
							-	-	-							-	-	-	1.9
100.0	55.5	-	00.7	-	33.3	-	-	-	•	00.7	33.3	-	100.0	-	33.3	-	-	-	33.3
1	-	-	1	-	-	. 1	-	-	-	1	•	-	-	1	-	1	-	-	-
	-	-			-		-	-			-	-	-				-	-	-
100.0	•	•	100.0	-	-	100.0	-	-	•	100.0	-	-	-	100.0	•	100.0	_	_	•
58							10	1	5	22	36	34	23	1					3
100.0	22.4	20.9	20.7	24.1	5.2	15.5	17.2	1.7	0.0	37.9	02.1	20.0	39.7	1.7	60.3	22.4	3.4	1.7	3.2
_ 1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	1	-	-	-	•
	-						-	-	-		-			-			-	-	-
100.0		100.0			100.0					100.0		100.0			100.0				
1	-	1	-	-	-	1	-	-	•	-	1	-	-	1	•	1	•	-	-
	-		-	-			-		-	-							-	-	
100.0		100.0				100.0					100.0			100.0		100.0			
9	1	5	3			2	2	-	1	2	7	-						-	- 4 - 7
								-								-		-	7.7 44.4
	PRE-MIUM ===== 408 100.0 100.0 100.0 1 0.2 100.0 58 14.2 100.0 1 0.2 100.0 1 0.2 100.0 9 2.2	2 TOTAL YEARS PRE- OR MIUM LESS ===== 408 101 100.0 100.0 100.0 24.8 1 - 0.2 - 100.0 - 100.0 100.0 33.3 1 - 0.2 - 100.0 - 100.0 58 13 14.2 12.9 100.0 22.4 1 - 0.2 - 100.0 - 100.0 58 13 14.2 12.9 100.0 22.4	TOTAL YEARS PRE- OR 3-10 MIUM LESS YEARS TOTAL YEARS PRE- OR 3-10 MIUM LESS YEARS TOTAL TOTAL YEARS TOTAL TOTAL TOTAL YEARS TOTAL TO	2 TOTAL YEARS PRE- OR 3-10 MORE MIUM LESS YEARS YEARS YEARS TETE TOTAL YEARS TETET 408 101 186 121 100.0 100.0 100.0 100.0 100.0 24.8 45.6 29.7 1	SMOKING TENURE 2 1 0R TOTAL YEARS 11 OR LESS PRE- OR 3-10 MORE PER MIUM LESS YEARS YEARS WEEK ===================================	SMOKING TENURE 2 1 0R TOTAL YEARS 11 OR LESS 2-3 PRE- OR 3-10 MORE PER PER MIUM LESS YEARS YEARS WEEK WEEK	TOTAL YEARS 11 OR 11 OR PRE- OR 3-10 MORE PER PER PER PER MIUM LESS YEARS YEARS WEEK WEEK WEEK WEEK WEEK WEEK WEEK WEE	SMOKING TENURE CON-SEASONAL CONTINUE CONTINUE	SMOKING TENURE	SMOKING TENURE	SMOKING TENURE	SMOKING TENURE CIGAR BRAND CIGAR BRAND TOBACCO	SMOKING TENURE CNON-SEASONAL CIGAR BRAND ADDITIONAL TOBACCO PRODUCTS AGE PROD	SMOKING TENURE CION-SEASONAL CIGAR BRAND CIGAR BRAND SMOKED MOST OFTEN TOBACCO PRODUCTS AGE OF SMI AGE O	SMOKING TENURE SMOKING TENURE SMOKING TENURE SMOKED MOST OFTEN TORAL YEARS 11 OR SMOKED MOST OFTEN TORACCO PRODUCTS AGE OF SMOKER MIUM LESS YEARS YEARS WEEK WEEK	SMOKING TENURE	SMOKING TENURE SMOKING FREQUENCY (NOM-SEASONAL)	SMOKING TENURE SMOKING FREQUENCY CNON-SEASONAL) SMOKE NOT PIECE CIGAR BRAND CIGAR BRAND	SMOKING TENURE SMOKING TENURE SMOKING TENURE 2 1 1 0R 2 1 1 0R 2 1 1 0R 3 11 0R LESS 2-3 4+ NACA- PART- ARTURO 100.0 10

Table 18 Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

																	=====	======	=====	======	=====
				KING TI		(NO	NG FREG	ONAL)	C	GAR BE	PAND		SE FIONAL				TRADI			REST- AURANT /CIGAR	
		TOTAL PRE- MIUM	2		11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOKE	D MOST	OFTEN ARTURO FUENTE	TOB/ PROI	ACCO DUCTS			=====	-AL TOB- ACCO	TOB- ACCO OUTLET	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL ORDER
											=====										*****
Base: Total Responde	ents	408 100.0 100.0		186 100.0 45.6				100.0		16 100.0 3.9	28 100.0 6.9	144 100.0 35.3			195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Topper		0.2 100.0	- -	-	0.8 100.0	-	-	•	•	-	- - -	-	0.4 100.0	-	0.5 100.0	- - -	0.4 100.0	-	- - -	-	-
White Owl		16 3.9 100.0	4.0	3.2	5.0	2.9	4.0	5.0	5 6.3 31.3	-	-	7 4.9 43.8		5 2.9 31.3	9 4.6 56.3	2 5.4 12.5	6 2.6 37.5	2 3.3 12.5		-	
William Penn		3 0.7 100.0	-	-	2.5 100.0	1.0			- - -	6.3 33.3	-	0.7 33.3			2 1.0 66.7			-	1 3.7 33.3	-	1 1.9 33.3
Wolf Brothers		1 0.2 100.0	-		0.8 0.00		-	- - -	- - -	-	-	-	0.4 100.0	-	0.5 100.0	- -	- - -	- - -	- - -	-	1 1.9 100.0
Premium Brands (Net	<u>)</u>	122 29.9 100.0	44.6	30.6	16.5	27.6	32.0	26.7	40.0	50.0	13 46.4 10.7	22.9	33.7		44 22.6 36.1	6 16.2 4.9	34.3		22.2		25.0
Arturo Fuente	CO) Under IN	10 2.5 100.0	3.0	3.8		2 1.9 20.0	6.0	1.7	• •	-	8 28.6 80.0	2.8		4.0	1.0 20.0		10 4.3 100.0	-	- - -	-	
Ashton	CONFIDENTIA UnderProtective (INPD 01122	0.2 100.0		0.5 100.0		- - -	- - -	- - -	- - -	1 6.3 100.0		- - -	1 0.4 100.0	0.6 100.0	-	-	0.4 100.0	-	- -		- -

Table 18
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

																	=====	======	=====	======	=====
				KING T		(NO	NG FRE	ONAL)	c	IGAR BI	RAND		SE TIONAL				TRADI			REST- AURANT	
			2 YEARS		11 OR		2-3	4+	SMOK	ED MOS	OFTEN	TOB. PRO	ACCO DUCTS	AGE	OF SM	OKER	-AL TOB-	TOB-	CON- VENI- ENCE/	/CIGAR BAR/ SPORT	
		PRE- MIUM =====	OR LESS	3-10 YEARS	MORE YEARS	PER WEEK	PER WEEK	PER WEEK	MACA- NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54 =====	55+	ACCO SHOP	ACCO OUTLET	DIS- COUNT	CLUB/ EVENT	MAIL ORDER
Base: Total Respo	ondents	408 100.0 100.0	101 100.0 24.8		100.0		50 100.0 12.3			16 100.0 3.9	28 100.0 6.9	144 100.0 35.3			195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Avo		2 0.5 100.0	1 1.0 50.0	0.5 50.0	- - -	-	- - -	- -	- - -	-	-	-	2 0.8 100.0	2 1.1 100.0	- - -	-	0.9 100.0	-	- - -	-	- - -
Bering (Premium)	1 0.2 100.0	- - -	0.5 100.0	- - -	-	-	-	-	-	-	-	0.4 100.0	- - -	1 0.5 100.0	-	- - -	-	-	-	1 1.9 100.0
Casa Blanca		0.2 100.0	- - -	0.5 100.0	-	1 1.0 100.0	-	-	- -	-	-	0.7 100.0	- -	0.6 100.0	- - -	-	-	-	-	-	•
Cohiba		4 1.0 100.0	4 4.0 100.0	-	-	2 1.9 50.0	-	1 1.7 25.0	-	-	-	1 0.7 25.0	3 1.1 75.0	2 1.1 50.0	2 1.0 50.0	- -	4 1.7 100.0	-	-	- - -	:
Cruz Real	_	1 0.2 100.0	1 1.0 100.0	-	-		- - -	- - -	- - -	- - -	-	- - -	0.4 100.0	- -	-	- -	-	1 1.7 100.0	- - -	-	- -
Cuesta Rey	CONFII JnderProt INPD	1 0.2 100.0	- -	0.5 100.0	• •	•	1 2.0 100.0	-	-	-	- - -	0.7 100.0	-	- -	0.5 100.0	-	- -	- - -	- - -	-	1 1.9 100.0
Davidoff	CONFIDENTIAL UnderProtective Ord INPD 011229	1 0.2 100.0	-	0.5 100.0	-	-	- -	-	-	-	1 3.6 100.0		1 0.4 100.0	- - -	•	1 2.7 100.0	0.4 100.0	- - -	-	- - -	- - -

Table 18
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

																	=====			======	=====
				KING T	ENURE	(NO	NG FREG	ONAL)	r	IGAR BI	DAND	US	SE FIONAL				TRADI		CERY/	REST- AURANT	
		TOTAL PRE-	2		11 OR	1 OR	2-3 PER	4+ PER	SMOKI	ED MOS	OFTEN ARTURO	TOB/ PROD	ACCO DUCTS		OF SMC		-TION -AL TOB-	TOB- ACCO	VENI -	/CIGAR BAR/ SPORT CLUB/	MA T1
		MIUM =====	LESS		YEARS		WEEK	WEEK		AGAS	FUENTE	YES	NO =====	18-34	35-54	55+	SHOP	OUTLET	COUNT		MAIL ORDER
Base: Total	Respondents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6				60 100.0 14.7		16 100.0 3.9	28 100.0 6.9	144 100.0 35.3		174 100.0 42.6		37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
Don Diego		1.0 100.0	2.0 50.0	1.1	- - -	-	1 2.0 25.0		1 1.3 25.0	1 6.3 25.0	- - -	2 1.4 50.0	2 0.8 50.0	3 1.7 75.0	1 0.5 25.0	-	3 1.3 75.0	- - -	-	- - -	1 1.9 25.0
Don Tomas		0.5 100.0	1 1.0 50.0		-	-	-	1 1.7 50.0	-	- - -	- - -		0.8 100.0	2 1.1 100.0	-	-	2 0.9 100.0	-	-	-	-
Dunhill		3 0.7 100.0	- -	1.1 66.7	0.8 33.3	1 1.0 33.3	1 2.0 33.3	-	1 1.3 33.3	-	- - -	- -	3 1.1 100.0	3 1.7 100.0	-	-	3 1.3 100.0		-	-	- -
El Rey del	l Mundo	1 0.2 100.0	1.0 100.0		-	- - -	-	1 1.7 100.0	-	- - -	- -	-	0.4 100.0	- -	0.5 100.0		- - -	-	- - -	-	-
Fuente	C.	3 0.7 100.0	-	3 1.6 100.0	-	-	2.0 33. 3		- - -	-	- -	0.7 33.3	2 0.8 66.7	0.6 33.3	0.5 33.3	2.7 33.3	2 0.9 66.7	-	-	-	1 1.9 33.3
H. Upmann	CONFIDENTIA UnderProtective Or INPD 011230	6 1.5 100.0	-	5 2.7 83.3		1 1.0 16.7	1 2.0 16.7	2 3.3 33.3	1 1.3 16.7	- - -	- -	2 1.4 33.3	4 1.5 66.7	3 1.7 50.0	3 1.5 50.0	- - 	4 1.7 66.7	-	1 3.7 16.7	-	1 1.9 16.7
Habana Gol	CONFIDENTIAL derProtective Ord INPD 011230	3 0.7 100.0	-	3 1.6 100.0	-	2 1.9 66.7	-	-	1 1.3 33.3	- - -	• •	-	3 1.1 100.0	2 1.1 66.7	0.5 33.3	•	2 0.9 66.7	1 1.7 33.3	- - -	-	

Table 18 Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

																	=====	======	=====	======	
				KING T	ENURE	(NO	NG FRE	ONAL)	c	IGAR B	DAND	US ADD L	SE FIONAL				TRADI		CERY/	REST- AURANT	
		TOTAL PRE-	2		11 OR MORE	1 OR	2-3 PER	4+ PER	SMOK	ED MOS	T OFTEN	TOB/ PRO	ACCO DUCTS		OF SMO		-AL TOB-	TOB- ACCO	VENI-	/CIGAR BAR/ SPORT CLUB/	MAIL
		MIUM =====		YEARS							FUENTE		NO =====		35-54 =====			OUTLET			ORDER
Base: Total Responde	ents	408 100.0 100.0			100.0						28 100.0 6.9				195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
J.R. Ultimate		2 0.5 100.0	•	1.1 100.0	-	-	-	1 1.7 50.0	1 1.3 50.0	-		-	0.8 100.0	1 0.6 50.0	1 0.5 50.0	- - -	- - -	1 1.7 50.0	- - -	1 16.7 50.0	- - -
Joya de Nicaragua		1 0.2 100.0		0.5 100.0	-	- - -	-	-	- -	6.3 100.0	- -	-	0.4 100.0	-	0.5 100.0	-	0.4 100.0	- -	-	-	- -
Macanudo		33 8.1 100.0	15 14.9 45.5	9 4.8 27.3	9 7.4 27.3	11 10.5 33.3	2 4.0 6.1	2 3.3 6.1	26 32.5 78.8	1 6.3 3.0	1 3.6 3.0	11 7.6 33.3	22 8.3 66.7	23 13.2 69.7	9 4.6 27.3	1 2.7 3.0	20 8.6 60.6	7 11.7 21.2	1 3.7 3.0	2 33.3 6.1	1 1.9 3.0
Montecristo		1.0 100.0	1 1.0 25.0		2 1.7 50.0	1 1.0 25.0	1 2.0 25.0	- - -	-	- -	1 3.6 25.0	1 0.7 25.0	1.1 75.0	2 1.1 50.0	2 1.0 50.0	- - -	1 0.4 25.0	-	2 7.4 50.0	- - -	1 1.9 25.0
Nat Sherman		0.2 100.0	-	- - -	0.8 100.0	-	- - -	-	- - -	- - -	- - -	- - -	0.4 100.0	-	-	1 2.7 100.0	0.4 100.0	-	- - -	-	-
Onyx	CON Underl	2 0.5 100.0	2.0 100.0		•	1 1.0 50.0	•	- -	- - -	1 6.3 50.0		- • -	0.8 100.0	1 0.6 50.0	1 0.5 50.0	- - -	0.9 100.0	-	-	-	-
Ornelas	CONFIDENTIAL UnderProtective Ord INPD 011231	0.2 100.0	1 1.0 100.0	-	-	-	-	1 1.7 100.0	-	-	- -	-	0.4 100.0	0.6 100.0	- - -	-	0.4 100.0	- - -	-	- - -	- - -

Table 18 Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

																		=====	.======	=====		=====
					CING T			NG FREG	ONAL)	С	IGAR BI	RAND	US ADD I 1	SE FIONAL				TRADI		DRUG/ GRO- CERY/		
			TOTAL	2		11 00	1 OR	2 7	,.			T OFTEN	TOB/					-AL		VENI-	BAR/	
			PRE-	OR	3-10	11 OR MORE	PER	2-3 PER	4+ PER			ARTURO		DUCTS		OF SMO		TOB-	TOB~ ACCO	ENCE/ DIS-	SPORT CLUB/	MATI
			MIUM	LESS		YEARS		WEEK				FUENTE	YES	NO		35-54	55+	SHOP	OUTLET			ORDER
			=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	=====	=====	=====	=====
Base: Total Respon	dents		408 100.0 100.0	101 100.0 24.8		100.0	105 100.0 25.7			80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7			37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
Partagas			6 1.5	1 1.0	5 2.7	-	-	2 4.0	1 1.7	1 1.3	3 18.8	1 3.6	-	6 2.3	3 1.7	3 1.5	-	3 1.3	1 1.7	-	-	1 1.9
			100.0	16.7		-	-	33.3			50.0		-	100.0	50.0		-	_	16.7	-	-	16.7
Pleiades			1	-	1	-	-		_	-	_		1	-	1	_	_	1		_		_
			0.2	-	0.5		-	-	-	-	-	-	0.7	-	0.6	-	-	0.4	-	-	-	-
			100.0	-	100.0	-	-	-	•	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
Punch			5	3	_		1	-	-	-	•	-	1	4	2	3	-	3		-	-	-
			1.2 100.0	3.0 60.0		-	1.0 20.0	-	-	-	-	-	0.7 20.0	1.5 80.0	1.1 40.0	1.5 60.0	-	1.3 60.0	3.3 40.0	-	-	-
Puros Indios			1	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	1
			0.2 100.0	1.0 100.0	-	-	-	-	-	-	-	-	-	0.4 100.0	-	0.5 100.0	-	-	-	-	-	1.9 100.0
Romeo y Julieta	_		2	1	1	-	1	-	-	-	-		-	2	2	-	-	1	-	-	-	1
	Jnd.	່ດ	0.5	1.0 50.0			1.0 50.0	•	•	•	-	-	-	0.8	1.1	-	-	0.4	-	-	-	1.9
	N of	8	100.0	50.0	50.0	-	30.0	-	-	•	•	-	-	100.0	100.0	•	•	50.0	•	•	-	50.0
Royal Jamaica	D C	FID	5 1.2	1 1.0	1 0.5	3 2.5	2 1.9	2	-	-	-	-	2	3	1	4	-	3		-	-	-
	Under Protective Order INPD 011232	CONFIDENTIAL	100.0	20.0				4.0 40.0	-	-	-	-	1.4 40.0	1.1 60.0	0.6 20.0	2.1 80.0	-	1.3 60.0	-	-	-	-
Te-Amo	32	IAI	4	2	1	1	1		1	-		-	1	3	3	1	-	3	-	1	-	_
	der		1.0	2.0			1.0	-	1.7	-	-	-	0.7	1.1	1.7	0.5	-	1.3		3.7	-	-
			100.0	50.0	25.0	25.0	25.0	-	25.0	-	-	-	25.0	75.0	75.0	25.0	•	75.0	-	25.0	-	-

Table 18 Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

STORE PURCHASE CIGARS AT MOST OFTEN -----------DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT ADDITIONAL CIGAR BRAND -TION CON- /CIGAR 2 SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS **PRODUCTS** AGE OF SMOKER TOB-ENCE/ SPORT 3-10 MORE PER PER PER MACA- PART- ARTURO ======== === ACCO DIS-CLUB/ LESS YEARS YEARS WEEK WEEK NUDO FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT 121 50 105 60 80 16 28 144 264 174 37 233 60 27 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 45.6 29.7 25.7 12.3 14.7 19.6 3.9 6.9 35.3 64.7 42.6 47.8 9.1 57.1 1 0.2 0.5 0.6 3.7 100.0 - 100.0 100.0 100.0 100.0 4 2 3 1.0 1.0 0.8 1.0 2.0 1.7 1.4 0.8 0.6 1.0 2.7 0.4 5.8 100.0 25.0 50.0 25.0 25.0 25.0 25.0 50.0 50.0 25.0 50.0 25.0 25.0 75.0 1 0.2 1.0 0.7 0.6 0.4 100.0 100.0 - 100.0 - 100.0 - 100.0 3 2 2 0.7 2.0 0.8 0.7 0.8 0.6 1.0 1.3 100.0 66.7 33.3 33.3 33.3 66.7 33.3 66.7 - 100.0 0.2 0.5 3.6 0.4 0.5 0.4 100.0 - 100.0 100.0 - 100.0 - 100.0 - 100.0 11 10 9 6.1 6.9 3.8 7.6 4.0 6.7 3.8 6.3 3.6 9.7 4.2 5.2 5.1 16.2 4.3 15.0 7.4 5.8 100.0 28.0 28.0 32.0 8.0 16.0 12.0 4.0 4.0 56.0 44.0 36.0 40.0 24.0 40.0 36.0 12.0 22 26 30 12 17 4 38 53 36 53 7 48 2 6 8

CONFIDENTIAL Under Protective Order INPD 011233

22.3 21.8

21.5

28.6

33.0

24.0

13.2

15.0

9.9

21.3

18.7

Don't know/No Others

Base: Total Respondents

Thomas Hinds

Thompson

Troya

Upmann

Zino

Other

25.0

4.4

14.3

4.4

26.4

20.1

41.8 58.2 39.6

20.7

24.6

52.7

16.2

6.6

22.7

58.2

11.7

33.3

33.3 15.4

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Table 18 Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

STORE PURCHASE CIGARS
AT MOST OFTEN

				DRUG/
		SMOKING FREQUENCY		GRO- REST-
	SMOKING TENUR	E (NON-SEASONAL)	USE	TRADI CERY/ AURANT
		== ====================================	CIGAR BRAND ADDITIONAL	-TION CON- /CIGAR
	2	1 OR	SMOKED MOST OFTEN TOBACCO	-AL VENI- BAR/
	TOTAL YEARS 11	OR LESS 2-3 4+ =	==================== PRODUCTS AGE OF SMOKER	TOB- TOB- ENCE/ SPORT
	PRE- OR 3-10 MOR	E PER PER PER N	IACA- PART- ARTURO ========= ==================	ACCO ACCO DIS- CLUB/ MAIL
	MIUM LESS YEARS YEA	RS WEEK WEEK N	IUDO AGAS FUENTE YES NO 18-34 35-54 55+	SHOP OUTLET COUNT EVENT ORDER
	===== ===== ===	== ===== ===== ===== ===== ===========		: ===== ====== ===== ==================
Base: Total Respondents	408 101 186 1	21 105 50 60	80 16 28 144 264 174 195 37	7 233 60 27 6 52
•	100.0 100.0 100.0 100	.0 100.0 100.0 100.0	00.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0	100.0 100.0 100.0 100.0 100.0
	100.0 24.8 45.6 29	.7 25.7 12.3 14.7	19.6 3.9 6.9 35.3 64.7 42.6 47.8 9.	57.1 14.7 6.6 1.5 12.7
Sigma	408 101 186 1	21 105 50 60	80 16 28 144 264 174 195 37	7 233 60 27 6 52
	100.0 100.0 100.0 100	.0 100.0 100.0 100.0	100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0	0.100.0 100.0 100.0 100.0 100.0
	100.0 24.8 45.6 29	.7 25.7 12.3 14.7	19.6 3.9 6.9 35.3 64.7 42.6 47.8 9.	1 57.1 14.7 6.6 1.5 12.7

CONFIDENTIAL UnderProtective Order INPD 011234

STORE PURCHASE CIGARS

Table 19 Q.2 SEC.B How Many Different Cigar Brands Do You Smoke On A Regular Basis?

AT MOST OFTEN _____ DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR SMOKED MOST OFTEN TOBACCO -AL VENI - BAR/ TOTAL YEARS 11 OR LESS PRODUCTS TOB-AGE OF SMOKER ENCE/ SPORT 3-10 MORE PER PER PER MACA- PART- ARTURO ========= ACCO DIS-MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT 101 121 105 50 60 80 16 28 144 264 174 37 52 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 45.6 29.7 25.7 12.3 14.7 19.6 3.9 6.9 35.3 64.7 42.6 47.8 9.1 57.1 3 0.7 1.0 1.0 1.3 1.1 1.1 0.5 0.9 1.7 100.0 33.3 66.7 33.3 33.3 - 100.0 66.7 66.7 33.3 63 14 34 15 22 11 14 3 29 34 10 21.0 10.0 18.3 17.5 12.5 10.7 12.9 20.1 14.4 14.9 24.3 13.7 16.7 29.6 16.7 19.2 22.2 54.0 23.8 34.9 7.9 17.5 22.2 3.2 4.8 46.0 54.0 39.7 14.3 50.8 15.9 12.7 15.9 28 32 32 12 18 2 56 53 37 20 3 22.5 27.7 17.2 26.4 28.6 18.0 20.0 22.5 25.0 7.1 27.1 20.1 21.3 24.1 18.9 24.0 33.3 25.9 5.8 100.0 30.4 34.8 34.8 32.6 9.8 13.0 19.6 4.3 2.2 42.4 57.6 40.2 51.1 7.6 60.9 21.7 3.3 170 36 36 46 25 26 32 6 15 52 79 74 22 118 16 93 26 41.7 35.6 47.3 40.0 37.5 38.0 34.3 50.0 43.3 53.6 36.1 44.7 45.4 37.9 43.2 36.7 25.9 39.9 50.0 50.0 27.1 21.2 14.7 100.0 21.2 51.8 15.3 18.8 3.5 8.8 30.6 69.4 46.5 43.5 9.4 54.7 12.9 1.8 15.3 58

7

25.0

12.1

3.6

17

11.8

29.3

2.1

2.8

40.0

8.3 25.0

41

15.5

70.7

3.4

75.0

2.3

60.0

23

13.2

39.7

1.7

2.9

50.0

25.0

30

15.4

51.7

4.6

5

2.6

50.0

75.0

5

13.5

8.6

36

15.5

62.1

3.0

58.3

3.0

70.0

6

14.8

6.9

3.7

10.0

10.0

10.3

1.7

8.3

8

13.8

5.8

25.0

2

3.8

20.0

16.7 15.4

1.7

UnderProtective Order INPD 011235 Don't know

10.8

3.2

2.2

100.0 29.3 34.5

2.0

3

3.0

100.0 30.0 40.0

10

16.7 50.0

17.4

36.2

3.3

3

2.5

30.0

33.3

11.4

20.7

2.9

25.0

1.0

10.0

18.0

4.0

16.7

15.5

16.7

17.2

1.7

8.3

11.3

15.5

3.8

3

3.8

30.0

25.0

25.0

6.9

Base: Total Respondents

None

1 brand

2 brands

3-5 brands

6-10 brands

11+ brands

Table 19 Q.2 SEC.B How Many Different Cigar Brands Do You Smoke On A Regular Basis?

																=====	======	=====	======	=====
		SMOR	CING TE	ENURE		NG FREG					US					TRADI			REST- AURANT	
		2====:	=====	=====	1 00	=====	-====		GAR BI			IONAL				-TION			/CIGAR	
	TOTAL	VEADS		11 OR	1 OR	2-3	4+			T OFTEN	TOBA		405	05 046		-AL		VENI-		
	PRE-	OR	3-10	MORE	PER	PER	PER					OUCTS		OF SMC		TOB-	TOB-	•	SPORT	
	MIUM	LESS		YEARS		WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO		35-54		ACCO SHOP	ACCO OUTLET		CLUB/ EVENT	MAIL
	=====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====	=====	10-34			31101	001121	COUNT	EVENI	ORDER
Base: Total Respondents	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0			100.0				100.0	100.0	100.0
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9		35.3			47.8			14.7			
Sigma	408	101	.186	121	105	50	60	80	16	28	144	264	174	195	37	233	40	27	,	
				100.0		-	-							100.0			60 100 0	27 100.0	100.0	52
		24.8				12.3		19.6						47.8			14.7			100.0 12.7
							. , , ,	.,.0	3.7	0.7	37.3	04.7	42.0	47.0	7.1	27.1	14.7	0.0	1	12.7
Mean Base	398	98	182	118	104	50	60	77	16	28	140	258	169	190	37	226	60	26	6	50
Mean	4.16	4.14	4.08	4.29	4.37	4.44	3.97	3.91	4.06	5.07	3.66	4.43	4.02	4.45	3.32	4.41	3.13	3.31	4.17	4.68
Standard Deviation	4.89	5.53	5.10	3.95	7.66	3.18	3.25	3.57	2.69	4.02	3.45	5.50	4.55	5.52	2.42	5.68	2.78	2.90	3.19	4.84
Standard Error	0.25	0.56	0.38	0.36	0.75	0.45	0.42	0.41	0.67	0.76	0.29	0.34	0.35	0.40	0.40	0.38	0.36	0.57	1.30	0.68

CONFIDENTIAL UnderProtective Order INPD 011236

Table 20 Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

		TOTAL PRE-			ENURE ===== 11 OR MORE	(NOI ===== 1 OR	NG FREG N-SEAS(====== 2-3 PER	ONAL)	SMOKI		RAND T OFTEN ====== ARTURO	TOB/ PRO	TIONAL ACCO DUCTS		OF SMO		TRADI -TION -AL TOB-	TOB-ACCO	DRUG/ GRO- CERY/ CON- VENI- ENCE/	REST- AURANT /CIGAR BAR/ SPORT	
		MIUM =====	LESS		YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	CLUB/ EVENT	
Base: Total Resp	ondents	408 100.0 100.0		186 100.0 45.6				60 100.0 14.7		16 100.0 3.9	28 100.0 6.9			174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
Premium Brands (<u>Net)</u>	408 100.0 100.0		186 100.0 45.6	121 100.0 29.7					16 100.0 3.9	28 100.0 6.9			174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7		6 100.0 1.5	
Arturo Fuente		28 6.9 100.0	7 6.9 25.0		5 4.1 17.9	7 6.7 25.0		3 5.0 10.7	•	•	28 100.0 100.0	4 2.8 14.3	24 9.1 85.7	13 7.5 46.4	12 6.2 42.9	3 8.1 10.7	22 9.4 78.6	6.7 14.3		- - -	3.8 7.1
Ashton		4 1.0 100.0	1 1.0 25.0	2 1.1 50.0	0.8 25.0	- - -	1 2.0 25.0	-	• •	- - -	- - -	0.7 25.0	3 1.1 75.0	1 0.6 25.0	3 1.5 75.0	-	3 1.3 75.0	1 1.7 25.0	- - -	-	-
Astral		4 1.0 100.0	2.0 50.0	1.1	- - -	1 1.0 25.0	1 2.0 25.0	1 1.7 25.0	-	- - -	- - -	3 2.1 75.0	1 0.4 25.0	2 1.1 50.0	2 1.0 50.0	-	3 1.3 75.0			- - -	-
Avo	c	4 1.0 100.0	1 1.0 25.0	2 1.1 50.0	1 0.8 25.0	- - -	1 2.0 25.0	-	- - -	- - -	-	- - -	4 1.5 100.0	3 1.7 75.0	0.5 25.0		1.7 100.0	- -	-	-	- -
Baccarat	CONFID nderProto INPD	4 1.0 100.0	1 1.0 25.0	1 0.5 25.0	2 1.7 50.0	- - -	1 2.0 25.0	1 1.7 25.0	-	- - -	-	0.7 25.0		-	4 2.1 100.0		3 1.3 75.0	- - -	-	-	1 1.9 25.0
Bances	CONFIDENTIAL UnderProtective Order INPD 011237	0.5 100.0	- - -	1.1 100.0	- - -	- - -	- - -	1 1.7 50.0	- - -	-	-	0.7 50.0		1.1 100.0	- - -	-	0.4 50.0	1 1.7 50.0		- - -	-

Table 20 Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

																	======	===		======	=====
			SMO	KING T	ENURE	(NO	I-SEAS		С	IGAR BI	RAND	US ADD I T	E IONAL				TRADI		CON-	AURANT /CIGAR	
		TOTAL	2 YEARS		11 OR	1 OR	2-3	4+			OFTEN	TOB#	CCO OUCTS	AGE	OF SMC	KER	-AL TOB-	тов-	VENI - ENCE/	BAR/ SPORT	
		PRE- MIUM	OR LESS		MORE YEARS	PER	PER WEEK		NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	ACCO SHOP	ACCO OUTLET	DIS- COUNT		MAIL ORDER =====
Base: Total Responde	ents	408 100.0 100.0	101 100.0	186 100.0	100.0		50 100.0 12.3	100.0	80 100.0 19.6	16 100.0 3.9	100.0	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	233 100.0 57.1		27 100.0 6.6	6 100.0 1.5	100.0
Bauza		0.2 100.0	-	0.5 100.0		1 1.0 100.0	•	- - -	-	-	- - -	- -	0.4 100.0	0.6 100.0	-	<u>-</u> -	•	1 1.7 100.0	•	- - -	- -
Bering (Premium)		3 0.7 100.0	-	1.1 66.7	0.8		-	3.3 66.7	- - -		- - -	2 1.4 66.7	0.4 33.3	0.6 33.3		-	0.4 33.3	1.7	· .	- - -	- - -
Blenders Gold		2 0.5 100.0	-	0.5	0.8		- - -	1.7 50.0		- -	-	0.7 50.0	0.4 50.0	- - -	1 0.5 50.0	1 2.7 50.0		. <u>-</u>	7.4 100.0		- -
Carrington		0.2 100.0		0.5		- -		· 1.7 · 1.00.0		- -	-	- -	0.4 100.0	0.6 100.0		- -	-	 	3.7 100.0		• • • •
Casa Blanca	CC Unde IN	0.2 100.0		· 0.! · 100.0	5 -			 		 	- - -	0.7 100.0		0.6 100.0		-	- -	 	•	· -	
Cohiba	CONFIDENTIAL UnderProtective Order INPD 011238	2.0 100.0	5.		1 0.8		,	- 25.0	; -		· -	1 0.7 12.5		3.4 75.0	0.5		3.4 5 100.0			· · ·	· ·
Cuesta Rey	'TIAL 'e Order 238	0.7 100.6	7 2.		- 0.8 - 33.	B 1.0	2.		- ·	• ·	 	0.7 33.3		0.6			0.4		3.1 33.3		· ·

Table 20 Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

																		=====	======	=====	======	=====
					KING T		(NO	NG FRE	ONAL)	_				SE				TRADI			REST- AURANT	
			TOTAL PRE-	2	3-1 0	11 OR MORE	1 OR LESS	2-3 PER	4+ PER	SMOK	=====	RAND TOFTEN ====== ARTURO	TOB/ PRO	TIONAL ACCO DUCTS	AGE	OF SMO	OKER	-TION -AL TOB-	TOB-	VENI- ENCE/	SPORT	
			MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGA\$	FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET	DIS- COUNT =====	CLUB/ EVENT	MAIL ORDER
Base: Total	Responden	nts	408 100.0 100.0		186 100.0 45.6				60 100.0 14.7		100.0	28 100.0 6.9		264 100.0 64.7			37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
Davidoff			1 0.2 100.0	-	0.5 100.0	-	- - -	-	- - -	-	-	- - -	-	0.4 100.0	- - -	1 0.5 100.0	-	1 0.4 100.0	- - -	- -	- - -	- - -
Don Diego			13 3.2 100.0	3.0 23.1	7 3.8 53.8	3 2.5 23.1	3 2.9 23.1	1 2.0 7.7	2 3.3 15.4	-	- - -	- - -	6 4.2 46.2	7 2.7 53.8	9 5.2 69.2	3 1.5 23.1	1 2.7 7.7	6 2.6 46.2	4 6.7 30.8	- - -	-	3 5.8 23.1
Don Juan			0.2 100.0	-	0.5 100.0	-	- - -	1 2.0 100.0	-	-	- - -	- -	0.7 100.0	-	-	0.5 100.0	-	-	-	-	-	1 1.9 100.0
Don Lino			0.5 100.0	-	0.5 50.0	0.8 50.0	1 1.0 50.0	-	1 1.7 50.0	-	- - -	-	-	0.8 100.0	- - -	1 0.5 50.0	1 2.7 50.0	1 0.4 50.0	1 1.7 50.0	-	-	- - -
Don Sevill	e		0.2 100.0	-	0.5 100.0		- - -	-	1 1.7 100.0	-	- - -	-	0.7 100.0	-		1 0.5 100.0	-	-	1 1.7 100.0		- -	- -
Don Tomas	ラ	CO Under	7 1.7 100.0	-	4 2.2 57.1	3 2.5 42.9	1 1.0 14.3	1 2.0 14.3	-	- - -	- - -	-	2 1.4 28.6	5 1.9 71.4	2.3 57.1	2 1.0 28.6	1 2.7 14.3	4 1.7 57.1	2 3.3 28.6			1 1.9 14.3
Dunhill	(PD 0112	CONFIDENT UnderProtective	7 1.7 100.0	3 3.0 42.9	3 1.6 42.9	0.8 14.3	3 2.9 42.9	- -	1 1.7 14.3	-	• •	- - -	2 1.4 28.6	5 1.9 71.4	7 4.0 100.0	-	-	5 2.1 71.4	-	7.4 28.6	- - -	

Table 20 Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

																	=====	======			=====
				KING T	ENURE	(NO	NG FREG N-SEASO	ONAL)		IGAR BI	RAND T OFTEN	US ADD I I TOBA	IONAL				TRADI -TION -AL			REST- AURANT /CIGAR BAR/	
		TOTAL			11 OR		2-3	4+			======		DUCTS		OF SMC		TOB-	TOB-		SPORT	
		PRE- MIUM =====	OR LESS	3-10 YEARS	MORE YEARS	PER WEEK	PER WEEK	PER WEEK	MACA- NUDO	AGAS	ARTURO FUENTE	YES	NO =====	18-34	35-54	55+ =====	ACCO SHOP	ACCO OUTLET	DIS- COUNT	CLUB/ EVENT	MAIL ORDER
Base: Total Resp	oondents	408 100.0 100.0		186 100.0 45.6	100.0		50 100.0 12.3	60 100.0 14.7	80 100.0 19.6		28 100.0 6.9	144 100.0 35.3		174 100.0 42.6		37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
El Rey del Mur	ndo	1 0.2 100.0	1 1.0 100.0		- - -	-	-	1 1.7 100.0	-	-	- - -	•	0.4 100.0	-	1 0.5 100.0	- - -	•	- - -	-	-	-
El Sublimado		1 0.2 100.0		-	0.8 100.0			- - -	-	- - -	- - -	0.7 100.0	-	-	0.5 100.0	- - -	0.4 100.0	-	-	- - -	- -
Encanto		1 0.2 100.0	1 1.0 100.0		- - -	-	- - -	- - -	- - -	- - -	-	-	0.4 100.0	-	0.5 100.0	-	- - -	-	- - -	- - -	1 1.9 100.0
Excalibur		1 0.2 100.0		- -	0.8 100.0		- - -	-	- - -	- - -	-	0.7 100.0	- - -	- - -	1 0.5 100.0	-	-	1 1.7 100.0	-	- -	-
Fuente	CONI UnderPr INPJ	15 3.7 100.0		13 7.0 86.7	1.7			5.0	-	- -	- -	6 4.2 40.0	3.4	6 3.4 40.0	8 4.1 53.3	1 2.7 6.7		- -	- - -	1 16.7 6.7	
Gregorio	CONFIDENTIAL UnderProtective Order INPD 011240	1 0.2 100.0	1.0 1.0		- -	- - -	- - -	- - -	-	-	-	0.7 100.0		-	0.5 100.0	• •	-	1 1.7 100.0	- - -	-	-
Griffin's	AL)rder ()	1 0.2 100.0		0.5		1 1.0 100.0		- - -	- - -	- - -	-	0.7 100.0		- - -	0.5 100.0	- - -	0.4 100.0		- - -	-	- -

Table 20 Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

	7074	2	KING T	=====	(NO) ===== 1 OR		ONAL)	SMOKE		T OFTEN	US ADD I 1 TOBA	TIONAL				TRADI -TION -AL		DRUG/ GRO- CERY/ CON- VENI-	AURANT /CIGAR BAR/	=====
	PRE-		3-10 YEARS	YEARS	PER		4+ PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	TOB- ACCO OUTLET	DIS- COUNT		MAIL ORDER
Base: Total Respondents	408	101 100.0	186 100.0	121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16 100.0	28	144	264 100.0	174	195	37	233	60	27	6	52 100.0 12.7
R. Upmann	6 1.5 100.0	1 1.0 16.7	4 2.2 66.7	1 0.8 16.7	3 2.9 50.0	- - -	- -	- - -	-		2 1.4 33.3	4 1.5 66.7	2.3 66.7	2 1.0 33.3	- - -	3 1.3 50.0	2 3.3 33.3	-	- - -	1 1.9 16.7
Habana Gold	5 1.2 100.0		2.2 80.0	- - -	4 3.8 80.0	- -	- - -	-	-	-	2 1.4 40.0	3 1.1 60.0	2 1.1 40.0	3 1.5 60.0	-	3 1.3 60.0	1 1.7 20.0		:	- - -
Henry Clay	2 0.5 100.0	1 1.0 50.0	1 0.5 50.0	-	1.9 100.0	- - -	- - -	-	-	-	0.7 50.0	1 0.4 50.0	2 1.1 100.0	-	- - -	1 0.4 50.0	1 1.7 50.0	- - -	- - -	:
Hondura Cuban Tobaccos	s 1 0.2 100.0	- - -	-	1 0.8 100.0	-	<u>-</u> - -	1 1.7 100.0	-	-	-	-	0.4 100.0	-	- - -	1 2.7 100.0	0.4 100.0	- - -	- - -	- - -	- -
Hoyo de Monterrey	10 2.5 100.0	-	5 2.7 50.0	5 4.1 50.0	1 1.0 10.0	2 4.0 20.0	2 3.3 20.0	-	- -		3 2.1 30.0	7 2.7 70.0	3 1.7 30.0	6 3.1 60.0	1 2.7 10.0	8 3.4 80.0	2 3.3 20.0	- -	-	- - -
J.R. Ultimate	4 1.0 100.0	1 1.0 25.0	1 0.5 25.0	2 1.7 50.0	-	- - -	1 1.7 25.0	- - -	-		2 1.4 50.0	2 0.8 50.0	1 0.6 25.0	2 1.0 50.0	1 2.7 25.0	1 0.4 25.0	1 1.7 25.0	- - -	- - -	2 3.8 50.0
Joya de Nicaragua	1 0.2 100.0	1 1.0 100.0	-		1 1.0 100.0	-		-	-	- -	-	1 0.4 100.0	1 0.6 100.0			•	-	- -	-	- -
NPD Custom Research	CONFIDENTIAL CONFIDENTIAL UnderProtective Order UnderPD 011241				Proje	ect Y4'	vx007-	1 - (GENERA	L CIGAR	ATTITE	JDE ANG) USAGE	Ē						





Table 20 Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

																	=====			=====	2222
				CING TE		(NOI	NG FREG N-SEASO	ONAL)	С	IGAR B	RAND	US ADD I T	E IONAL				TRADI		CERY/	REST- AURANT /CIGAR	
		TOTAL		7.40	11 OR		2-3	4+	SMOK	D MOS	OFTEN		UCTS		OF SMO			TOB-	VENI- ENCE/	SPORT	MATI
		PRE- MIUM	OR LESS	3-10 YEARS	MORE YEARS	PER WEEK	PER WEEK	PER WEEK =====	MACA- NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54 =====		ACCO SHOP	ACCO OUTLET	DIS- COUNT	CLUB/ EVENT	MAIL ORDER
Base: Total Respon	ndents	408 100.0 100.0	100.0		100.0	100.0		60 100.0 14.7	80 100.0 19.6	100.0	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6		37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
La Aurora		0.2 100.0		-	0.8 100.0		-	1 1.7 100.0	- - -	-	- - -	-	0.4 100.0	-	0.5 100.0	-	-	-	- - -	- - -	1 1.9 100.0
La Gloría Cubana	a	1 0.2 100.0		1 0.5 100.0			1 2.0 100.0	- - -	- -	<u>.</u> -	- - -	- - -	0.4 100.0	-	0.5 100.0	-	0.4 100.0	-	-	-	-
La Unica		1 0.2 100.0		0.5 100.0		- - -	- -	-	-	- - -	- - -	- - -	0.4 100.0			-	- -	- - -	- - -	- -	1 1.9 100.0
Las Cabrillas		1 0.2 100.0	! -	0.5 100.0	; -		 	- - -	-	- - -	- -	- - -	0.4 100.0		- - -	1 2.7 100.0		- •	- - -	- - -	-
Licenciados	C Und II	0.2 100.0			0.8	3 -	· -	1.7 1.00.0		. <u>.</u>	-	-	0.4 100.0	-	•		0.4 100.0		- -	- - -	•
Macanudo	CONFIDENTIAL UnderProtective Order INPD 011242	80 19. <i>6</i> 100.0	21.8	3 18.3	3 19.8	3 20.0	18.0	6.7	80 100.0 100.0) -	- -	27 18.8 33.8	20.1	21.8	19.0	13.5 6.3	19.3	18.3	33.3	50.0	9.6
Montecristo	VTIAL ve Order 1242	2.0 100.0	3.0	1.1	2 3 1 2.5 37.5	3 6 5 5.7 5 75.0	7 -	· -		 	· -	3 2.1 37.5	1.9		1.0	1 2.7 12.5			3 11.1 37.5	-	-

Table 20 Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

																=====	======	=====	======	=====
		2	KING TI	=====	(NO ===== 1 OR		ONAL)	SMOK		TOFTEN	TOB	IONAL				TRADI -TION -AL		CERY/	REST- AURANT /CIGAR BAR/	
	PRE-	YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	PER Week	2-3 PER WEEK	4+ PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	===== 55+	SHOP	TOB- ACCO OUTLET	DIS-	SPORT CLUB/ EVENT	ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0	186 100.0	121 100.0	105 100.0	50 100.0	60	80 100.0	16	28 100.0 6.9	144 100.0	264 100.0	174	195 100.0	37	233 100.0	60	27 100.0 6.6	6 100.0	
Nat Sherman	5 1.2 100.0	1.0		1.7 40.0	-	1 2.0 20.0	-	- - -	- -	- -	-	5 1.9 100.0	- -	4 2.1 80.0	1 2.7 20.0	3 1.3 60.0	- - -	-	-	-
Olor	1 0.2 100.0	-	- -	0.8 100.0	-	- - -	-	- -	- - -	-	- - -	1 0.4 100.0	-	0.5 100.0	-	- -	-		-	1 1.9 100.0
Onyx	1 0.2 100.0	1 1.0 100.0	-	- - -	1.0 1.0	-	-	-	- -	-	- - -	1 0.4 100.0	1 0.6 100.0	-	•	0.4 100.0	-	-	- - -	-
Ornelas	1 0.2 100.0	1 1.0 100.0	- - -	-	-	-	1 1.7 100.0	-	- -	-	-	1 0.4 100.0	0.6 100.0	-	-	0.4 100.0	-	-	-	-
Padron	3 0.7 100.0		2 1.1 66.7	-	-	1 2.0 33.3	-	-		- - -	1 0.7 33.3	2 0.8 66.7	1 0.6 33.3	2 1.0 66.7	- -	3 1.3 100.0	- - -	- -	- - -	
Palma Throwouts	0.2 100.0	- - -	-	0.8 100.0	1 1.0 100.0	- - -	-	- - -	-	-	0.7 100.0	•	0.6 100.0	-		0.4 100.0	-		-	-
CONFIDENTIAL UnderProtective Order INPD 011243	16 3.9 100.0	3 3.0 18.8	10 5.4 62.5	3 2.5 18.8	3.8 25.0	3 6.0 18.8	3 5.0 18.8		16 100.0 100.0	-	2.8 25.0	12 4.5 75.0	2.3 25.0	12 6.2 75.0	-			-		1 1.9 6.3
AA Order					Proje	ect Y4\	/X007-1	l - (GENERAL	_ CIGAR	ATTITL	IDE AND	USAGE	Ē						

Tablé 20 Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

																	=====	======			=====
				KING T	ENURE	(NO	NG FRE	ONAL)	c	IGAR BI	AND.	US	SE IONAL				TRADI		CERY/	REST- AURANT	
		TOTAL	2		11 OR MORE	1 OR	2-3 PER	4+ PER	SMOKI	ED MOS	OFTEN ARTURO	TOB/ PROD	CCO OUCTS		OF SMC		-TION -AL TOB-	TOB- ACCO	VENI-	/CIGAR BAR/ SPORT CLUB/	MATI
		MIUM	LESS		YEARS	WEEK		WEEK	NUDO	AGAS	FUENTE		NO	18-34	35-54 =====	55+	SHOP	OUTLET			MAIL ORDER =====
Base: Total Respond	ents	408 100.0 100.0	101 100.0 24.8		121 100.0 29.7					16 100.0 3.9	28 100.0 6.9	144 100.0 3 5.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Pleiades		0.5 100.0	1 1.0 50.0		0.8 50.0	-	-	- - -	- - •	-	- - -	1 0.7 50.0	1 0.4 50.0	0.6 50.0	1 0.5 50.0	-	0.9 100.0	- - -	-	- - -	- - -
Punch		16 3.9 100.0	5.9 37.5	4.3	2 1.7 12.5	4 3.8 25.0	3 6.0 18.8	2 3.3 12.5	-		-	7 4.9 43.8	9 3.4 56.3	5 2.9 31.3	11 5.6 68.8			2 3.3 12.5	-	-	7.7 25.0
Puros Indios		3 0.7 100.0	- - -	1.1 66.7	0.8 33.3	1 1.0 33.3	1 2.0 33.3	- - -	- - -	-	- - -	2 1.4 66.7	1 0.4 33.3	2 1.1 66.7	0.5 33.3	- - -	3 1.3 100.0	-	-	-	- -
Romeo y Julieta		4 1.0 100.0	2.0 50.0	-	2 1.7 50.0	1 1.0 25.0	-	1 1.7 25.0	- - -	- - -	-	1 0.7 25.0	3 1.1 75.0	2 1.1 50.0	2 1.0 50.0	-		1 1.7 25.0	- - -	- - -	- -
Royal Jamaica	C Und II	7 1.7 100.0	2.0 28.6	1.6	2 1.7 28.6	2 1.9 28.6	2 4.0 28.6	- - -	- - -	- - -	-	4 2.8 57.1	3 1.1 42.9	3 1.7 42.9	3 1.5 42.9	1 2.7 14.3	3 1.3 42.9	2 3.3 28.6	-	-	1 1.9 14.3
Santa Clara	CONFIDENTIAL UnderProtective Order INPD 011244	2 0.5 100.0	1 1.0 50.0			1 1.0 50.0	-	-	- - -	-	- - -	0.7 50.0	1 0.4 50.0	0.6 50.0	1 0.5 50.0	-	- - -	1 1.7 50.0	- - -	-	1 1.9 50.0
Santa Damiana	NTIAL ve Order 1244	1 0.2 100.0	-	- - -	0.8 0.00 0.001	- - -	- - -	- - -	- - -	- - -	- - -	0.7 100.0	-	-	0.5 100.0	- - -	-	-	-		•

Table 20 Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

STORE PURCHASE CIGARS AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ PRODUCTS TOB-TOB-ENCE/ SPORT 3-10 MORE PER PER MACA- PART- ARTURO ======== ==== ACCO ACCO DIS- CLUB/ YEARS YEARS WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT Base: Total Respondents 121 80 16 28 144 264 174 195 37 233 27 60 52 6 100.0 24.8 29.7 25.7 12.3 14.7 19.6 3.9 6.9 35.3 64.7 42.6 47.8 9.1 57.1 12.7 Santiago/Santa Cubano 0.2 1.0 0.4 0.6 0.4 100.0 100.0 - 100.0 100.0 - 100.0 Te-Amo 10 3 6 6 2.5 2.0 2.7 2.5 3.8 1.7 2.8 2.3 3.4 2.1 3.0 5.0 20.0 50.0 30.0 10.0 40.0 60.0 60.0 40.0 70.0 30.0 Thomas Hinds 0.2 0.5 0.4 0.6 3.7 100.0 - 100.0 - 100.0 100.0 - 100.0 Thompson 13 2 6 7 5 2 10 3.2 1.0 2.7 5.8 3.8 2.0 3.3 4.9 2.3 0.6 3.6 13.5 3.3 3.7 19.2 100.0 7.7 38.5 53.8 30.8 7.7 15.4 53.8 46.2 7.7 53.8 38.5 15.4 7.7 - 76.9 Tobacco Place 0.2 0.8 1.7 0.4 2.7 3.7 100.0 - 100.0 - 100.0 - 100.0 - 100.0 - 100.0 CONFIDENTIAL
UnderProtective Order
INPD 011245 Upmann 15 3 5 2 2 13 6 5 2 10 2 3.7 3.0 3.8 4.1 4.8 8.0 3.3 1.4 4.9 3.4 2.6 5.4 4.3 3.3 16.7 1.9 100.0 20.0 46.7 33.3 33.3 26.7 13.3 13.3 86.7 33.3 13.3 40.0 66.7 13.3 6.7 6.7 Zino 0.5 1.1 1.0 0.7 0.4 0.9 1.1 100.0 - 100.0 50.0 50.0 50.0 100.0 - 100.0

Table 20 Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

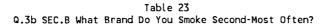
																=====		:=====		:=====
		SMOK	CING TE	ENURÉ		IG FREG					US					TRADI		CERY/	REST- AURANT	
		=====		=====	=====	======	=====		GAR BI			IONAL				-TION		CON-	/CIGAR	
		2			1 OR			SMOKE	ED MOS	TOFTEN	TOBA	CCO				-AL		VENI -	BAR/	
	TOTAL	YEARS		11 OR	LESS	2-3	4+	=====	=====	======	PROD	UCTS	AGE	OF SMC	OKER	TOB-	TOB-	ENCE/	SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54		SHOP		COUNT	EVENT	ORDER
	=====	====	=====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	=====	=====	=====	======	=====	======	=====
Base: Total Respondents	408	101	186	121	105	50			16		144	264	174	195	37	233	60		6	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
Other Premium Brands	62	17	20	25	13	4	16	-	-	-	29	33	20	34	8	28	11	5	1	11
	15.2	16.8	10.8	20.7	12.4	8.0	26.7	-	-	•	20.1	12.5	11.5	17.4	21.6	12.0	18.3	18.5	16.7	21.2
	100.0	27.4	32.3	40.3	21.0	6.5	25.8	-	-	-	46.8	53.2	32.3	54.8	12.9	45.2	17.7	8.1	1.6	17.7
Sigma	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
•	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	
	100.0					12.3		19.6					42.6				14.7			

CONFIDENTIAL UnderProtective Order INPD 011246

Table 23 Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

	TOTAL PRE- MIUM	2 YEARS OR LESS	YEARS	11 OR MORE YEARS	(NO! ===== 1 OR LESS PER WEEK	2-3 PER WEEK	ONAL) ====== 4+ PER WEEK	SMOKI =====: MACA- NUDO	PART- AGAS	RAND FOFTEN ====== ARTURO FUENTE ======	ADD I TOBA PROI	DUCTS ===== NO	18-34	OF SMC	=====	ACCO	TOB- ACCO OUTLET	CON- VENI- ENCE/ DIS-	AURANT /CIGAR BAR/ SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0		121 100.0	105 100.0	50	60 100.0	80 100.0	16	28	144	264 100.0	174	195 100.0	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6		
Domestic Brands (Net)	40 9.8 100.0	9 8.9 22.5	8.6	. —	11 10.5 27.5	5 10.0 12.5	8 13.3 20.0	6 7.5 15.0	-	- - -	19 13.2 47.5				4 10.8 10.0	24 10.3 60.0	7 11.7 17.5	4 14.8 10.0	- - -	2 3.8 5.0
Antonio y Cleopatra	0.2 100.0	-	- - -	0.8 100.0			-	1 1.3 100.0	-	- - -	0.7 100.0	-	-	0.5 100.0	- - -	1 0.4 100.0	- - -	- - -	-	- - -
Avanti	0.2 100.0	-	0.5 100.0	:	1 1.0 100.0	-		1 1.3 100.0	-		-	0.4 100.0	0.6 100.0	-		0.4 100.0	- - -	- - -	- - -	
Backwoods Smokes	0.2 100.0		-	- -	-	-	-	- -	-		•	0.4 100.0	0.6 100.0	-	-	0.4 100.0	- -	-	-	- - -
Black & Mild	0.2 100.0		-		- - -			- - -	-	- - -	0.7 100.0	-	0.6 100.0		- -	1 0.4 100.0	-	•	-	-
Cazadores	0.2 100.0	1 1.0 100.0	-	:	1 1.0 100.0	-	- - -	- - -	-		- - -	0.4 100.0	-	0.5 100.0	- - -	-	1 1.7 100.0	•	-	:
Dutch Masters Und	0.5 100.0	- - -	1 0.5 50.0	0.8 50.0	-	1 2.0 50.0	-	-	-		1 0.7 50.0	1 0.4 50.0	2 1.1 100.0	-	- -	0.9 100.0	- - -	-	- - -	- - -

NPD Custom Research



																	=====	======	=====	======	=====
				KING TI		(NO	NG FREG	ONAL)	C	IGAR B	DAND	U:	SE FIONAL				TRADI			REST- AURANT /CIGAR	
		TOTAL PRE- MIUM	2	3-10	11 OR MORE YEARS	1 OR LESS PER	2-3 PER WEEK	4+ PER WEEK	SMOKE =====: MACA-	ED MOS	T OFTEN ====== ARTURO FUENTE	TOB/ PRO	ACCO DUCTS	=====		=====	-AL TOB- ACCO	TOB- ACCO OUTLET	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL ORDER
		=====		=====			=====				=====		=====					=====	=====		
Base: Total Respondent	:s	408 100.0 100.0		186 100.0 45.6				100.0			28 100.0 6.9			174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
Evermore		0.2 100.0	-	-	0.8 0.00		-	- - -	-	-	-	-	0.4 100.0	-	0.5 100.0	-	0.4 100.0	-	-		- - -
Garcia y Vega/Whiffs	3	7 1.7 100.0		-	5 4.1 71.4		-	2 3.3 28.6	3 3.8 42.9	-		2 1.4 28.6	5 1.9 71.4	2 1.1 28.6	3 1.5 42.9	2 5.4 28.6	5 2.1 71.4	2 3.3 28.6	-	-	- - -
Hav-a-Tampa/Jewels		1 0.2 100.0		0.5 100.0		-	1 2.0 100.0		-	-	-	-	0.4 100.0	-	1 0.5 100.0	-	0.4 100.0	-	-	-	-
Jamaican Pride		0.2 100.0		1 0.5 100.0		1 1.0 100.0		-	-	- - -	-	-	0.4 100.0	0.6 100.0		- - -	0.4 100.0	- -	-	- - -	- -
La Corona		0.2 100.0	1 1.0 100.0		-	-	-	1 1.7 100.0		- -	-	-	0.4 100.0	-	0.5 100.0		0.4 100.0			-	• •
La Primadora	Un	0.5 100.0	-				-	1 1.7 50.0		-	-	1 0.7 50.0		1 0.6 50.0			0.9 100.0	-		- - -	-
Marsh Wheeling	CONFIDER UnderProtecti INPD 01	0.2 100.0	-	0.5 100.0			- - -	1 1.7 100.0		-	- - -	0.7 100.0		- -	0.5 100.0		- -	1 1.7 100.0		- - -	- -

Table 23 Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

													•				=====	======	=====	======	=====
				KING T	ENURE	(NO	NG FRE	ONAL)		ICAD D	DAND		SE				TRADI		CERY/	REST- AURANT	
		TOTAL PRE-	2 YEARS OR		11 OR MORE	1 OR	2-3	4+	SMOK	=====	T OFTEN	TOB/ PRO	TIONAL ACCO DUCTS	AGE	OF SM	OKER	-TION -AL TOB-	TOB-	VENI-	/CIGAR BAR/ SPORT	
		MIUM	LESS		YEARS	WEEK	PER WEEK =====	PER WEEK =====	NUDO	AGAS	ARTURO FUENTE	YES	NO =====	18-34	35-54 =====	55+	SHOP	ACCO OUTLET		CLUB/ EVENT	MAIL ORDER
Base: Total Respond	ents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7		60 100.0 14.7	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3			195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Muriel		1 0.2 100.0	- - -	0.5 100.0	-	-	- - -	-	-	-	-	1 0.7 100.0	-	-	0.5 100.0		-		- - -	-	- -
Phillies		3 0.7 100.0	1 1.0 33.3	2 1.1 66.7	-	-	4.0 66.7	1 1.7 33.3	-	-	- -	3 2.1 100.0	-	3 1.7 100.0	-	-	3 1.3 100.0		- - -	-	-
Prince Albert		0.2 100.0			0.8 100.0	1 1.0 100.0	- - -	- - -	-	- -	- - -	1 0.7 100.0	-	-	1 0.5 100.0	- - -	-	-	•	-	1 1.9 100.0
Swisher/Sweets		7 1.7 100.0	2.0 28.6	4 2.2 57.1	0.8 14.3	2 1.9 28.6	- - -		1 1.3 14.3	-	-	1 0.7 14.3	6 2.3 85.7	5 2.9 71.4	2 1.0 28.6	-	2 0.9 28.6	2 3.3 28.6	1 3.7 14.3	-	-
Tampa Nuggets		0.2 100.0		0.5 100.0	•	- - -	1 2.0 100.0	-	- - -	-	-	0.7 100.0	-	1 0.6 100.0	-	; -	0.4 100.0	-	-	-	
White Owl	CC Unde	0.5 100.0	•	0.5 50.0	0.8 50.0	- - -	-	1 1.7 50.0	-	-	-	1 0.7 50.0	1 0.4 50.0	1 0.6 50.0	0.5 50.0	-	1 0.4 50.0	- - -	1 3.7 50.0	-	-
William Penn	CONFIDENT UnderProtective INPD 0112	0.2 100.0	-	-	0.8 100.0	1 1.0 100.0	• •	- - -	-	-	-	0.7 100.0	-	-	-	1 2.7 100.0		- -	1 3.7 100.0	-	

Table 23 Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

																	=====	======	=====	======	=====
				KING T	ENURE	(NO	NG FREG	ONAL)	С	IGAR BI	RAND	US ADD I 1	SE FIONAL				TRADI		CERY/	REST- AURANT /CIGAR	
		TOTAL			11 OR		2-3	4+	=====	=====	OFTEN	TOB/ PROD	ACCO DUCTS		OF SMC		-AL TOB-	TOB-	VENI- ENCE/	BAR/ SPORT	
					MORE YEARS				NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET			MAIL ORDER
Base: Total Respon	ndents	408 100.0	101 100.0	186	121 100.0	105 100.0	50 100.0	60	80 100.0	16	28	144 100.0	264 100.0	174 100.0	195 100.0 47.8	37	233 100.0	60	27	6 100.0	52 100.0 12.7
Winchester		0.2 100.0	-	0.5 100.0	- - -	-	-	1 1.7 100.0	-	-	- - -	0.7 100.0	•	0.6 100.0	-		-	:	-	- - -	1 1.9 100.0
Wolf Brothers		0.5 100.0	-	-	1.7 100.0		-	- - -	-	- - -	-	2 1.4 100.0	•	-	1 0.5 50.0	1 2.7 50.0	- - -	1 1.7 50.0	1 3.7 50.0		-
Premium Brands (N	et)	211 51.7 100.0			50.4	47 44.8 22.3		29 48.3 13.7	41 51.3 19.4	14 87.5 6.6	21 75.0 10.0	62 43.1 29.4	149 56.4 70.6	89 51.1 42.2	103 52.8 48.8	18 48.6 8.5	132 56.7 62.6	38.3	7 25.9 3.3	66.7	55.8
Arturo Fuente		11 2.7 100.0	2.0 18.2	4.8	-	1 1.0 9.1	2 4.0 18.2	1 1.7 9.1	1 1.3 9.1	-	- - -	6 4.2 54.5	5 1.9 45.5	5 2.9 45.5	6 3.1 54.5	-	5 2.1 45.5	3 5.0 27.3	- - -	- -	3.0
Ashton		0.2 100.0	-	-	0.8 100.0	-	-	 -	1 1.3 100.0	- - -	- -	-	0.4 100.0		0.5 100.0		-	-	-	- - -	1 1.9 100.0
Avo	CON Under! INI	3 0.7 100.0	1 1.0 33.3			•	-	- - -	-	-	-	- - -	3 1.1 100.0	0.6 33.3	2 1.0 66.7		3 1.3 100.0	-	-	-	
Baccarat	CONFIDENTIA UnderProtective C INPD 01125	0.5 100.0	-	2 1.1 100.0		-	1 2.0 50.0		-	-	- - -	1 0.7 50.0	1 0.4 50.0	1.1 100.0	- - -	-	0.9 100.0	-	•	-	:

Table 23 Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

																	=====	======		======	=====
				KING T	ENURE	(NO	NG FRE	ONAL)				US	_				TRADI			REST - AURANT	
		TOTAL PRE-	2 YEARS OR		11 OR	1 OR LESS	2-3	4+	SMOKI	=====	OFTEN	TOB/ PROD	DUCTS		OF SMC		-TION -AL TOB-	TOB-	VENI-	/CIGAR BAR/ SPORT	
		MIUM	LESS	3-10 YEARS	YEARS		PER WEEK		NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54 =====	55+	SHOP	ACCO OUTLET			MAIL ORDER
Base: Total Resp	pondents	408 100.0 100.0	100.0		100.0					16 100.0 3.9	28 100.0 6.9					37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
Bering (Premiu	m)	3 0.7 100.0	1 1.0 33.3	- - -	2 1.7 66.7	1 1.0 33.3	1 2.0 33.3	1 1.7 33.3	-	1 6.3 33.3	- - -	2 1.4 66.7	1 0.4 33.3	0.6 33.3	2 1.0 66.7	-	0.9 66.7	- - -	1 3.7 33. 3	- - -	-
Butera Royal		1 0.2 100.0	1 1.0 100.0	- - -	-	-	-	-	-	-	-		1 0.4 100.0	0.6 100.0	- - -	-	0.4 100.0	-	-	-	-
C.A.O		1 0.2 100.0	1 1.0 100.0	-	-	-	-	-	- -	-	-	0.7 100.0	- - -	- - -	0.5 100.0		0.4 100.0	-	-	-	- -
Camacho		1 0.2 100.0	- -	0.5 100.0	- - -	-	-	-	- - -	-	-	-	1 0.4 100.0	-	-	1 2.7 100.0	-	• • •	-	-	- -
Canaria d'Oro		1 0.2 100.0	- - -	0.5 100.0	- - -	-	- - -	1 1.7 100.0	-	-	-	-	1 0.4 100.0	-	0.5 100.0	- -	- - -		-	-	-
Cohiba	CO. Under IN.	9 2.2 100.0	3.0 33.3	3 1.6 33.3	3 2.5 33.3	1 1.0 11.1	- - -	2 3.3 22.2	3 3.8 33.3	-	1 3.6 11.1	-	9 3.4 100.0	2.3 44.4	4 2.1 44.4	1 2.7 11.1	6 2.6 66.7	1 1.7 11.1	1 3.7 11.1	-	1 1.9 11.1
Credo	CONFIDENTIAI UnderProtective Or- INPD 011251	1 0.2 100.0	1 1.0 100.0	•	-	- - -	-	1 1.7 100.0	-	-	- - -	0.7 100.0	-	0.6 100.0	-	- - -	0.4 100.0	- - -	•	-	- - -

Table 23 Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

																	=====	======	=====	======	=====
				KING TI	ENURE	(NOI	G FREG	ONAL)	c	IGAR BF	3AND	US					TRADI		CERY/	REST- AURANT	
		TOTAL PRE-	2	3-10	11 OR MORE	1 OR	2-3 PER	4+ PER	SMOKI	D MOST	OFTEN	TOB/ PROD	TIONAL ACCO DUCTS		OF SMO	OKER	-TION -AL TOB- ACCO	TOB- ACCO	VENI-	/CIGAR BAR/ SPORT CLUB/	MAIL
		MIUM =====	LESS	YEARS		WEEK					FUENTE	YES	NO		35-54 =====	55+ =====	SHOP	OUTLET			ORDER
Base: Total Resp	ondents	408 100.0 100.0	101 100.0 24.8		100.0		50 100.0 12.3			16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6		37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
Cuba Aliados		1 0.2 100.0	1 1.0 100.0	-	- - -	-	-	1 1.7 100.0	-	-	1 3.6 100.0	- - -	0.4 100.0	- - -	0.5 100.0	- - -	0.4 100.0	- - -	-	- -	
Davidoff		7 1.7 100.0	2.0 28.6	1.6		2 1.9 28.6	-	-	2.5 28.6	6.3 14.3	1 3.6 14.3	2 1.4 28.6	5 1.9 71.4	3 1.7 42.9		1 2.7 14.3	6 2.6 85.7	-		-	-
Don Diego		5 1.2 100.0	1 1.0 20.0		0.8	-			2.5 40.0	1 6.3 20.0	-	-	5 1.9 100.0	3 1.7 60.0		-	3 1.3 60.0	1 1.7 20.0	-	-	-
Don Tomas		4 1.0 100.0	2.0 50.0	1.1	-	1 1.0 25.0		1 1.7 25.0	1 1.3 25.0	-	-	0.7 25.0	3 1.1 75.0	2.3 100.0		-	0.9 50.0	1 1.7 25.0		1 16.7 25.0	
Dunhill	CO Unde	10 2.5 100.0	4.0 40.0			3.8 40.0			3.8 30.0	- - -	1 3.6 10.0	3 2.1 30.0	7 2.7 70.0	2.3 40.0		1 2.7 10.0	6 2.6 60.0	1 1.7 10.0	1 3.7 10.0	- - -	- -
Excalibur	CONFIDENTIAL UnderProtective Order INPD 011252	0.2 100.0	-	0.5 100.0		1 1.0 100.0	-	-	- - -	-	-	0.7 100.0	-	0.6 100.0		-	- - -	-	- - -	- -	- - -
Fuente	TIAL e Order 252	8 2.0 100.0	1 1.0 12.5					1 1.7 12.5	1 1.3 12.5	1 6.3 12.5	-	-	8 3.0 100.0	2 1.1 25.0	4 2.1 50.0	2 5.4 25.0	5 2.1 62.5	1 1.7 12.5	-		-

Table 23 Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

																	=====	======	=====	======	=====
				KING T	ENURE	(NO	NG FRE	ONAL)		IGAR BI	RAND F OFTEN	US ADD I I TOBA	IONAL				TRADI		CERY/ CON-	REST- AURANT /CIGAR	
		PRE-	YEARS OR	3-10		LESS PER	2-3 PER	4+ PER	MACA-	====== PART-	ARTURO	PROD	UCTS	AGE	OF SMO	OKER	-AL TOB-	TOB- ACCO		SPORT CLUB/	MAIL
		MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YFS	NO	18-34	35-54	55+	CHUD	OUTLET	COLINIT	EVENT	OBOED
Base: Total Respond	lents	408 100.0 100.0	101 100.0 24.8	100.0	100.0			60 100.0 14.7		16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	100.0	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
H. Upmann		6 1.5 100.0	2.0 33.3		1.7 33.3	1 1.0 16.7	1 2.0 16.7	- -	4 5.0 66.7	•	-	2 1.4 33.3	4 1.5 66.7	1 0.6 16.7		2 5.4 33. 3	4 1.7 66.7	- - -	- - •	1 16.7 16.7	-
Henry Clay		1 0.2 100.0	•	0.5 100.0	- - -	- - -	:		1 1.3 100.0	- - -	-	-	1 0.4 100.0	1 0.6 100.0	-	-	0.4 100.0	-	-	-	-
Hoyo de Monterrey		10 2.5 100.0	1 1.0 10.0		3 2.5 30.0	2 1.9 20.0	3 6.0 30.0	3 5.0 30.0	1 1.3 10.0	-	4 14.3 40.0	3 2.1 30.0	7 2.7 70.0	5 2.9 50.0	5 2.6 50.0	•	8 3.4 80.0	- - -	-	- - -	1 1.9 10.0
J.R. Ultimate		4 1.0 100.0	-	3 1.6 75.0	0.8 25.0	:	-	3.3 50.0	1 1.3 25.0	-		- - -	4 1.5 100.0	0.6 25.0	2 1.0 50.0	1 2.7 25.0	1 0.4 25.0	1 1.7 25.0	- - -	1 16.7 25.0	1 1.9 25.0
Jimenes		0.2 100.0	- - -	-	0.8 100.0		-	-	•	- - -	-	:	0.4 100.0	-	0.5 100.0	-	1 0.4 100.0	- - -	- - -	- -	:
Joya de Nicaragua		0.5 100.0	1 1.0 50.0	0.5 50.0	- - -	1 1.0 50.0	-	- - -	•	1 6.3 50.0	-	:	2 0.8 100.0	0.6 50.0	1 0.5 50.0	- - -	0.9 100.0	- - -	- - -	-	:
La Aurora	CONFIDENTIAL UnderProtective Order INPD 011253	0.2 100.0	- - -	1 0.5 100.0	-	- - -	-	-		-	-	-	1 0.4 100.0		1 0.5 100.0	- -	1 0.4 100.0	-	-		-
NPD Custom Research	ler					Dno!	or VA	W007.1			CICAD	ATT 1 T 1	DE AND	LIGAGE	-						

Table 23
Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

																	=====	======	=====	======	=====
				KING T	ENURE	(NO	NG FREG	(JANC	C.	IGAR BI	O A N D	US ADD L	SE (IONAL				TRADI			REST- AURANT	
		TOTAL PRE-	2 YEARS OR		11 OR MORE	1 OR	2-3 PER	4+ PER	SMOKE	D MOS	OFTEN ====== ARTURO	TOB/ PRO	ACCO DUCTS		OF SMC		-AL TOB-	TOB- ACCO	CON- VENI- ENCE/ DIS-		MAIL
		MIUM =====			YEARS		WEEK		NUDO	AGAS	FUENTE	YES	NO =====	18-34	35-54 ====		SHOP	OUTLET			ORDER
Base: Total Respo	ondents	408 100.0 100.0	101 100.0 24.8		100.0			60 100.0 14.7		16 100.0 3.9	28 100.0 6.9	144 100.0 35.3			195 100.0 47.8	37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	
La Gloria Cubar	na	1.0 100.0				1 1.0 25.0	- - -	1 1.7 25.0	-	-	- - -	0.7 25.0	3 1.1 75.0	2 1.1 50.0	2 1.0 50.0	- - -	1 0.4 25.0	-	- - -	-	3 5.8 75.0
La Unica		0.2 100.0	-	0.5 100.0	-	-	-, -	-		-	1 3.6 100.0	-	0.4 100.0	0.6 100.0	- - -	-	0.4 100.0		-	- -	-
Las Cabrillas		0.5 100.0	1 1.0 50.0			-	- - -	1 1.7 50.0	- - -	-		-	0.8 100.0	-	2 1.0 100.0	-	- - -	-	-	- - -	3.8 100.0
Macanudo		31 7.6 100.0			7.4	6 5.7 19.4	6 12.0 19.4	3 5.0 9.7	- - -	37.5	3 10.7 9.7	15 10.4 48.4	16 6.1 51.6	8.6	13 6.7 41.9	5.4 6.5	6.9	5.0	-	1 16.7 3.2	
Mi Cubano	Un	1 0.2 100.0		0.5 100.0		-	-	-	- - -	-		0.7 100.0	- - -	0.6 100.0	- - -	-	0.4 100.0	-	- -	-	
Montecristo	CONFIDENTIAL UnderProtective Orde INPD 011254	1 0.2 100.0		0.5 100.0		-	1 2.0 100.0		-	-	1 3.6 100.0	0.7 100.0	-	0.6 100.0	-	•	0.4 100.0	-	-	-	- -
Montesino	ENTIAL tive Orde 11254	3 0.7 100.0	-	2 1.1 66.7	0.8	2 1.9 66.7		-	- - -		1 3.6 33.3	2 1.4 66.7	1 0.4 33.3	-	3 1.5 100.0	•	2 0.9 66.7		-	-	1 1.9 33.3

Table 23
Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

																	=====	======	=====		=====
				KING T	ENURE	(NO	NG FREG	ONAL)	c	IGAR BI	DAND	US	SE FIONAL				TRADI			REST - AURANT	
		TOTAL PRE-	2		11 OR	1 OR	2-3 PER	4+ PER	SMOKI	ED MOS	T OFTEN	TOB/ PROD	ACCO DUCTS		OF SMC		-TION -AL TOB-	TOB- ACCO	VENI-	/CIGAR BAR/ SPORT CLUB/	MAIL
					YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Responde	ents	408 100.0 100.0			100.0					16 100.0 3.9	28 100.0 6.9		264 100.0 64.7		195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Nat Sherman		0.2 100.0	-	0.5 100.0		- - -	- - -		1 1.3 100.0	-		- - -	1 0.4 100.0	0.6 100.0	•		0.4 100.0	-	-	- - -	-
0nyx		0.7 100.0	1 1.0 33.3	1 0.5 33.3	0.8 33.3	-	1 2.0 33.3	- -	•	•	1 3.6 33.3	0.7 33.3	2 0.8 66.7	2 1.1 66.7	0.5 33.3	- - -	3 1.3 100.0	- -	-	-	-
Opus		0.2 100.0	-	0.5 100.0	- - -	-	1 2.0 100.0	- -	- -	- - -		0.7 100.0	-		0.5 100.0	- - -	0.4 100.0	-	-	- - -	- - -
Padron		3 0.7 100.0	-	0.5	2 1.7 66.7	1 1.0 33.3	- -	3.3 66.7	• •	-	-	2 1.4 66.7	0.4 33.3	- - -	2 1.0 66.7	1 2.7 33.3	2 0.9 66.7	-	-	- - -	1 1.9 33.3
Partagas		16 3.9 100.0	4.0 25.0	7 3.8 43.8	5 4.1 31.3	3.8 25.0	3 6.0 18.8	1 1.7 6.3	5.0 25.0	-	3 10.7 18.8	2.8 25.0	12 4.5 75.0	8 4.6 50.0	8 4.1 50.0	:	11 4.7 68.8	2 3.3 12.5	-	- - -	3 5.8 18.8
Por Larranaga	CO Under IN	0.2 100.0	1 1.0 100.0	-	- - •	• •	-	-		-	1 3.6 100.0	-	1 0.4 100.0	-	0.5 100.0	-	0.4 100.0	- -	-	- -	- -
Punch	CONFIDENT UnderProtectiv INPD 011:	13 3.2 100.0	3.0 23.1	5 2.7 38.5	5 4.1 38.5	2 1.9 15.4	1 2.0 7.7	3 5.0 23.1	2 2.5 15.4	1 6.3 7.7	1 3.6 7.7	1 0.7 7.7	12 4.5 92.3	5 2.9 38.5	7 3.6 53.8	1 2.7 7.7	6 2.6 46.2	5 8.3 38. 5	•	-	-

Table 23
Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

																	=====	======	=====	======	=====
				KING T	ENURE	(NO	NG FREG	ONAL)	C	IGAR BI	AND		SE				TRADI			REST- AURANT	
		TOTAL PRE-	2 YEARS OR		11 OR	1 OR	2-3 PER	4+ PER	SMOKI	D MOS	OFTEN ARTURO	TOB/ PROI	TIONAL ACCO DUCTS	AGE	OF SMO	OKER	-TION -AL TOB-	TOB- ACCO	VENI-	/CIGAR BAR/ SPORT CLUB/	14A T 1
		MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET			MAIL ORDER
Base: Total Re	espondents	408 100.0 100.0			100.0		50 100.0 12.3			16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	100.0		195 100.0 47.8	37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Romeo y Juli	ieta	5 1.2 100.0	1.0 20.0	- -	3.3 80.0	-	1 2.0 20.0	1 1.7 20.0	2 2.5 40.0	- - -	-		5 1.9 100.0	0.6 20.0	3 1.5 60.0	1 2.7 20.0	4 1.7 80.0	-	1 3.7 20.0	-	- -
Royal Jamaic	ca	8 2.0 100.0	1.0 12.5	2.7 62.5	2 1.7 25.0	3 2.9 37.5	1 2.0 12.5	- -	6.3 62.5	-	1 3.6 12.5	2 1.4 25.0	6 2.3 75.0	4 2.3 50.0	4 2.1 50.0		6 2.6 75.0	1 1.7 12.5	1 3.7 12.5		-
Saint Luis R	Rey	1 0.2 100.0	-	0.5 100.0	-	- -	-	1 1.7 100.0	-	- •	-	- - -	0.4 100.0	-	0.5 100.0		0.4 100.0	-	-	-	- - -
Te-Amo		9 2.2 100.0	3.0 33.3	0.5 11.1	5 4.1 55.6	5 4.8 55.6	1 2.0 11.1	1 1.7 11.1	5 6.3 55.6	-	-	5 3.5 55.6	4 1.5 44.4	2 1.1 22.2	6 3.1 66.7	1 2.7 11.1	4 1.7 44.4	2 3.3 22.2	1 3.7 11.1	- - -	2 3.8 22.2
Thomas Hinds		1 0.2 100.0	- - -	0.5 100.0	- - -	1 1.0 100.0	-	- - -	- - -	1 6.3 100.0	-	-	1 0.4 100.0	0.6 100.0	-	- - -	0.4 100.0	- - -	- - -	-	-
Thompson	CONFIDENTIAL UnderProtective Order INPD 011256	4 1.0 100.0	3.0 75.0	-	0.8 25.0	2 1.9 50.0	- - -	-	-	- - -	-	1 0.7 25.0	3 1.1 75.0	2 1.1 50.0	2 1.0 50.0	-	2 0.9 50.0	-	-	- - -	2 3.8 50.0
Troya	FIAL e Order 256	1 0.2 100.0	1 1.0 100.0	-	-	- - -	-	-	-	-		0.7 100.0	- - -	1 0.6 100.0		-	0.4 100.0		-	-	-

Table 23 Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

	TOTAL			=====	(NO ===== 1 OR	N-SEAS =====	=====	C SMOK		T OFTEN	ADD I TOB.	SE TIONAL ACCO				TRADI -TION -AL		CERY/	REST- AURANT /CIGAR BAR/	
	PRE - MIUM	OR LESS	3-10 YEARS	MORE YEARS	WEEK	PER WEEK	4+ PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	===== 18-34		===== 55+	TOB- ACCO SHOP	TOB- ACCO OUTLET		CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	100.0	105 100.0 25.7	100.0	100.0	100.0	100.0		100.0	100.0	174 100.0 42.6	100.0	37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Uршаnn	5 1.2 100.0				3 2.9 60.0	2.0		1 1.3 20.0		• •	1 0.7 20.0		1 0.6 20.0			3 1.3 60.0	1 1.7 20.0			1 1.9 20.0
Zino	0.2 100.0		0.5 100.0	- - -	- -	-	-	-	- - -	• •	- - -	1 0.4 100.0		1 0.5 100.0		0.4 100.0		-	-	- -
Other	28 6.9 100.0			10 8.3 35.7			7 11.7 25.0		-		10 6.9 35.7		11 6.3 39.3				6 10.0 21.4	1 3.7 3.6		7.7 14.3
Don't know/No Others	129 31.6 100.0	29.7					16 26.7 12.4		2 12.5 1.6		53 36.8 41.1	76 28.8 58.9	54 31.0 41.9	62 31.8 48.1	12 32.4 9.3	61 26.2 47.3		15 55.6 11.6		17 32.7 13.2
Sigma	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	80 100.0 19.6	16 100.0 3.9			100.0			37 100.0 9.1			27 100.0	6 100.0 1.5	

CONFIDENTIAL
UnderProtective Order
INPD 011257



Table 24 Q.4 SEC.B Out Of The Last 10 Times You Purchased Cigars, How Many Times Did You Buy Your Primary Brand?

																	=====	-=====		======	=====
					SMOKING FREQUEN TENURE (NON-SEASONAL ====================================				C.	IGAR BR	DAND.	US	SE FIONAL				TRADI		CERY/	REST - AURANT	
		TOTAL	2			1 OR			SMOKE	ED MOST	OFTEN	TOBA	ACCO				-TION -AL		CON- VENI-	/CIGAR BAR/	
		PRE-	YEARS OR	3-10	MORE		2-3 PER	4+ PER			ARTURO		DUCTS		OF SMO		TOB-	TOB- ACCO		SPORT CLUB/	MATI
		MIUM =====			YEARS			WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	CHUD	OUTLET	COLBIT	EVENT	ODDED
Base: Total Res	spondents	408 100.0	101 100.0	186 100.0	121 100.0	105 100.0	50 100.0	60 100.0	80	16 100.0	28 100.0	144 100.0	264 100.0	174 100.0	195 100.0	37 100.0	233 100.0	60 100.0	27 100.0	6	52 100.0
9					27.1	٠,١	12.3	14.7	17.0	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
3 or less times	S	70 17.2 100.0	17 16.8 24.3	34 18.3 48.6	19 15.7 27.1	19 18.1 27.1	10 20.0 14.3	7 11.7 10.0	13 16.3 18.6	1 6.3 1.4	10 35.7 14.3	25 17.4 35.7	45 17.0 64.3	30 17.2 42.9	35 17.9 50.0	4 10.8 5.7	42 18.0 60.0	10 16.7 14.3	5 18.5 7.1	3 50.0 4.3	
4-6 times		124 30.4 100.0	35 34.7 28.2		30 24.8 24.2		13 26.0 10.5	20 33.3 16.1	26 32.5 21.0	8 50.0 6.5	8 28.6 6.5	35 24.3 28.2		60 34.5 48.4	56 28.7 45.2		74 31.8 59.7	19 31.7 15.3	4 14.8 3.2	1 16.7 0.8	
7-9 times		130 31.9 100.0	34 33.7 26.2			33 31.4 25.4	18 36.0 13.8	16 26.7 12.3	26 32.5 20.0	4 25.0 3.1	6 21.4 4.6	51 35.4 39.2	79 29.9 60.8	55 31.6 42.3	60 30.8 46.2	14 37.8 10.8	78 33.5 60.0	20 33.3 15.4	11 40.7 8.5	1 16.7 0.8	11 21.2 8.5
10 times		81 19.9 100.0	15 14.9 18.5			24 22.9 29.6	8 16.0 9.9	15 25.0 18.5	15 18.8 18.5	3 18.8 3.7	4 14.3 4.9	33 22.9 40.7	48 18.2 59.3	29 16.7 35.8		10 27.0 12.3	38 16.3 46.9	11 18.3 13.6	7 25.9 8.6	1 16.7 1.2	
Don't know	CO Under IN	3 0.7 100.0			3 2.5 100.0	-	1 2.0 33.3	2 3.3 66.7	-	•	- - -	-	3 1.1 100.0	-	2 1.0 66.7	1 2.7 33.3	0.4 33.3		- - -	- - -	1 1.9 33.3
Sigma	CONFIDENTIAL UnderProtective Order INPD 011258	408 100.0 100.0				105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	
Mean Base	TIAL e Ord !58	405	101	186	118	105	49	58	80	16	28	144	261	174	193	36	232	60	27	6	51
Mean	jer	6.46	6.37	6.30	6.78	6.53	6.41	6.67	6.45	6.75	5.36	6.65	6.35	6.33	6.42	7.31	6.33	6.45	6.81	4.50	6.63
Standard Deviat	tion	2.72	2.49	2.82	2.74	2.94	2.73	2.74	2.54	2.27	2.86	2.83	2.66	2.53	2.91	2.41	2.62	2.82	3.15	3.51	2.84

Table 24
Q.4 SEC.B Out Of The Last 10 Times You Purchased Cigars, How Many Times Did You Buy Your Primary Brand?

				==	STORE PURCHASE CIGARS AT MOST OFTEN
	SMOKING TE	SMOKING FREQUENCY NURE (NON-SEASONAL)		SE TR	DRUG/ GRO- REST- ADI CERY/ AURANT
	======================================	1 OR	SMOKED MOST OFTEN TOBA	TIONAL -T ACCO -A	ION CON- /CIGAR L VENI- BAR/
	PRE- OR 3-10	11 OR LESS 2-3 4+ MORE PER PER PER YEARS WEEK WEEK WEEK		DUCTS AGE OF SMOKER TO ====== ======== AC NO 18-34 35-54 55+ SH	CO ACCO DIS- CLUB/ MAIL
_	===== ================================	##### 22 <u>#</u> 2# 2222 2223	=======================================	===== ===== ===========================	=== ===== ===== ===== ================
Base: Total Respondents	408 101 186 100.0 100.0 100.0 100.0 24.8 45.6	121 105 50 60 100.0 100.0 100.0 100.0 29.7 25.7 12.3 14.7	100.0 100.0 100.0 100.0	100.0 100.0 100.0 100.0 10	233 60 27 6 52 0.0 100.0 100.0 100.0 100.0 7.1 14.7 6.6 1.5 12.7
Standard Error	0.14 0.25 0.21	0.25 0.29 0.39 0.36	0.28 0.57 0.54 0.24	0.16 0.19 0.21 0.40 0	.17 0.36 0.61 1.43 0.40

CONFIDENTIAL UnderProtective Order INPD 011259

Table 25
Q.4 SEC.B Out Of The Last 10 Times You Purchased Cigars, How Many Times Did You Buy Your Secondary Brand?

																	=====	======		.=====:	
				KING TE		(NO	NG FRE	ONAL)	CI	IGAR BF	AND	US ADD I 1	SE TIONAL				TRADI		CERY/	REST- AURANT /CIGAR	
		TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	=====		OFTEN ARTURO		UCTS		OF SMC			TOB- ACCO	VENI- ENCE/ DIS-	-	MAIL
		MIUM =====	LESS								FUENTE		NO		35 <i>-</i> 54 =====			OUTLET			ORDER
Base: Have A Seco	endary Brand	279 100.0 100.0				63 100.0 22.6		100.0	50 100.0 17.9	14 100.0 5.0	22 100.0 7.9		188 100.0 67.4	120 100.0 43.0	133 100.0 47.7	25 100.0 9.0	172 100.0 61.6	36 100.0 12.9	12 100.0 4.3	4 100.0 1.4	100.0
0 times		29 10.4 100.0	7 9.9 24.1			9 14.3 31.0			3 6.0 10.3	7.1 3.4	2 9.1 6.9	13 14.3 44.8	16 8.5 55.2	10 8.3 34.5	17 12.8 58.6	2 8.0 6.9	16 9.3 55.2	3 8.3 10.3		- - -	4 11.4 13.8
1-3 times		178 63.8 100.0				40 63.5 22.5	59.5	50.0	38 76.0 21.3	9 64.3 5.1	13 59.1 7.3		117 62.2 65.7	75 62.5 42.1	83 62.4 46.6	19 76.0 10.7	112 65.1 62.9	18 50.0 10.1	8 66.7 4.5	4 100.0 2.2	71.4
4-6 times		54 19.4 100.0	23.9	23.0			24.3			3 21.4 5.6	7 31.8 13.0			28 23.3 51.9	24 18.0 44.4	8.0 3.7		11 30.6 20.4	1 8.3 1.9	-	
7-10 times	C Und I	16 5.7 100.0	8.5	2.5		4 6.3 25.0	-	2 4.5 12.5	2 4.0 12.5	7.1 6.3	- - -	4.4 25.0	12 6.4 75.0	7 5.8 43.8	8 6.0 50.0	1 4.0 6.3	9 5.2 56.3	11.1	- - -	- - -	5.7 12.5
Don't know	CONFIDENTIAL UnderProtective Order INPD 011260	0.7 100.0	-	-	2.3 100.0	 -	- - -	4.5 100.0	- -	- - -	- - -	- - -	2 1.1 100.0	- - -	0.8 50.0	1 4.0 50.0	0.6 50.0		- - -	- -	1 2.9 50.0
Sigma	NTIAL ive Order 1260	279 100.0 100.0	100.0	100.0	100.0		100.0	100.0				100.0	188 100.0 67.4			100.0		100.0	100.0	100.0 1.4	35 100.0 12.5
Mean Base		277	71	122	84	63	37	42	50	14	22	91	186	120	132	24	171	36	12	4	34
Mean		2.77	2.94	2.76	2.63	2.67	2.38	2.88	2.60	3.14	2.82	2.45	2.92	2.93	2.70	2.38	2.74	3.53	1.83	1.75	2.53
Standard Deviation	on	2.15	2.32	1.83	2.42	2.37	1.77	2.15	1.77	2.38	1.59	2.00	2.21	1.99	2.31	2.04	1.97	2.75	1.70	0.96	2.23

Table 25
Q.4 SEC.B Out Of The Last 10 Times You Purchased Cigars, How Many Times Did You Buy Your Secondary Brand?

																=====	STORE PE AT I	JRCHASE MOST OF		S =====
		SMO =====	KING T	ENURE		NG FRE N-SEAS	QUENCY ONAL)	С	IGAR B		ADD I	SE FIONAL				TRADI		CERY/	REST- AURANT /CIGAR	
	TOTAL PRE-	YEARS OR	3-10	11 OR MORE		2-3 PER	4+ PER	=====	=====	T OFTEN ====== ARTURO	PRO	ACCO DUCTS		OF SM		-AL TOB- ACCO	TOB-	VENI-	SPORT	MA 71
	MIUM =====	LESS	YEARS	YEARS		WEEK	WEEK	NUDO	AGAS	FUENTE		NO		35-54 =====		SHOP	ACCO OUTLET		CLUB/ EVENT	MAIL ORDER
Base: Have A Secondary Brand	279 100.0 100.0	100.0		86 100.0 30.8							91 100.0 32.6	188 100.0 67.4	120 100.0 43.0				36 100.0 12.9	12 100.0 4.3	4 100.0 1.4	35 100.0 12.5
Standard Error	0.13	0.27	0.17	0.26	0.30	0.29	0.33	0.25	0.64	0.34	0.21	0.16	0.18	0.20	0.42	0.15	0.46	0.49	0.48	0.38

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Table 26
Q.4 SEC.B Out Of The Last 10 Times You Purchased Cigars, How Many Times Did You Buy Other Brands?

														=====		=====		=====			
				KING TI	ENURE	(NO	NG FREG	ONAL)	C)	CAD DE	AND		SE				TRADI		CERY/	REST- AURANT	
		TOTAL	2 YEARS		11 OR	1 OR LESS	2-3	4+	SMOKE	=====	OFTEN	TOB/ PROD	DUCTS	AGE	OF SMC	OKER	-TION -AL TOB-	TOB-	VENI-	/CIGAR BAR/ SPORT	
		PRE- MIUM =====			MORE YEARS	WEEK			NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET	COUNT		MAIL ORDER
Base: Total	Respondents	408 100.0 100.0						60 100.0 14.7		16 100.0 3.9	28 100.0 6.9	144 100.0 35.3		174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
0 times		148 36.3 100.0		63 33.9 42.6	48 39.7 32.4	45 42.9 30.4	17 34.0 11.5	26 43.3 17.6	25 31.3 16.9	6 37.5 4.1	6 21.4 4.1	65 45.1 43.9		51 29.3 34.5		22 59.5 14.9	79 33.9 53.4	27 45.0 18.2	8 29.6 5.4	1 16.7 0.7	
1-3 times		143 35.0 100.0				28 26.7 19.6			36 45.0 25.2	5 31.3 3.5	11 39.3 7.7	45 31.3 31.5		66 37.9 46.2		10 27.0 7.0	80 34.3 55.9	18 30.0 12.6	12 44.4 8.4	1 16.7 0.7	
4-6 times		68 16.7 100.0			11 9.1 16.2	18 17.1 26.5	10 20.0 14.7	10 16.7 14.7	13 16.3 19.1	3 18.8 4.4	5 17.9 7.4	16 11.1 23.5	52 19.7 76.5	42 24.1 61.8		2 5.4 2.9	48 20.6 70.6	8 13.3 11.8	3 11.1 4.4	2 33.3 2.9	3 5.8 4.4
7-10 times	C	46 11.3 100.0	9.9	17 9.1 3 7.0	19 15.7 41.3			7 11.7 15.2	6 7.5 13.0	2 12.5 4.3	6 21.4 13.0	18 12.5 39.1	28 10.6 60.9	15 8.6 32.6	28 14.4 60.9	2 5.4 4.3	24 10.3 52.2	7 11.7 15.2	4 14.8 8.7	33.3 4.3	
Don't know	CONFIDENTIAL UnderProtective Order INPD 011262	3 0.7 100.0	-	0.5 33.3	2 1.7 66.7	1 1.0 33.3		2 3.3 66.7	-	•	-	- - -	3 1.1 100.0	· -	2 1.0 66.7	1 2.7 33.3	2 0.9 66.7	:	-	- - -	1 1.9 33.3
Sigma	ENTIAL ctive Ord)11262	408 100.0 100.0	100.0					60 100.0 14.7		16 100.0 3.9			264 100.0 64.7		195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Mean Base	e e	405	101	185	119	104	50	58	80	16	28	144	261	174	193	36	231	60	27	6	51
Mean		2.41	2.57	2.31	2.41	2.32	2.74	2.38	2.24	2.88	3.71	2.04	2.61	2.56	2.49	1.19	2.51	2.12	2.44	4.67	2.25
Standard Dev	/iation	2.79	2.80	2.56	3.11	2.79	3.06	3.00	2.56	3.32	3.47	2.76	2.79	2.56	3.04	2.07	2.75	2.84	2.83	3.33	2.87

Table 26
Q.4 SEC.B Out Of The Last 10 Times You Purchased Cigars, How Many Times Did You Buy Other Brands?

					STORE PURCHASE CIGARS AT MOST OFTEN
	SMOKING TENUR	SMOKING FREQUENCY (NON-SEASONAL)		USE	DRUG/ GRO- REST- TRADI CERY/ AURANT
	2 TOTAL YEARS 11	1 OR	CIGAR BRAND SMOKED MOST OFTEN	ADDITIONAL TOBACCO	-TION CON- /CIGAR -AL VENI- BAR/
	PRE- OR 3-10 MOR MIUM LESS YEARS YEA		MACA- PART- ARTURO NUDO AGAS FUENTE	PRODUCTS AGE OF SMOKER	TOB- TOB- ENCE/ SPORT ACCO ACCO DIS- CLUB/ MAIL SHOP OUTLET COUNT EVENT ORDER
Base: Total Respondents	408 101 186 1	21 405 50 60		****** ***** ***** *****	===== ===== ===== ===== ==============
outer respondents	408 101 186 1 100.0 100.0 100.0 100 100.0 24.8 45.6 29			144 264 174 195 37 100.0 100.0 100.0 100.0 100.0 35.3 64.7 42.6 47.8 9.1	100.0 100.0 100.0 100.0 100.0
Standard Error	0.14 0.28 0.19 0.	29 0.27 0.43 0.39	0.29 0.83 0.66	0.23 0.17 0.19 0.22 0.34	0.18 0.37 0.55 1.36 0.40

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Table 27
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars
(Added Mid-Field Period)

																	=====	======	======	======	=====
		TOTAL		KING TE		(NON ======= 1 OR	IG FREG	ONAL)	SMOKE		RAND OFTEN	US ADD I T TOBA PROD	IONAL	AGE	OF SMC		TRADI -TION -AL TOB-	TOB-	-	AURANT /CIGAR BAR/	
		PRE-	OR LESS	3-10 YEARS	MORE	PER	PER		NUDO	AGAS	FUENTE	YES	NO	18-34	35-54		SHOP	ACCO OUTLET	DIS- COUNT		MAIL ORDER
Base: Total Answeri	ng	292 100.0 100.0		100.0		72 100.0	34	47 100.0	57	12	23 100.0 7.9	98 100.0 33.6	194 100.0 66.4	123 100.0 42.1		22 100.0 7.5	168 100.0 57.5	45 100.0 15.4	19 100.0 6.5	2 100.0 0.7	100.0
Domestic Brands (Ne	et)	93 31.8 100.0	5.6 4.3			19 26.4 20.4		36.2		3 25.0 3.2	5 21.7 5.4	36 36.7 3 8.7	57 29.4 61.3	28 22.8 30.1	53 36.6 57.0	12 54.5 12.9	51 30.4 54.8	17 37.8 18.3	6 31.6 6.5	- - -	15 40.5 16.1
Antonio y Cleopat	ra	6 2.1 100.0	-	3 2.2 50.0		1.4		4.3 33.3	1.8	-	-	2.0 33.3	2.1 66.7	0.8 16.7	5 3.4 83.3	-	3 1.8 50.0	6.7	-	- -	-
Backwoods Smokes		1.4 1.00.0	-	1.5 50.0	2.3	-	1 2.9 25.0		1 1.8 25.0		- - -	2.0 50.0	2 1.0 50.0		1.4	-	1.2 50.0	-	1 5.3 25.0		
Bering (Domestic))	0.3 100.0	-	 	1 1.2 100.0		1 2.9 100.0		-	- - -	- - -	- -	0.5 100.0		0.7 100.0		0.6 100.0		-	- -	- - -
Dutch Masters	CON Underl INJ	2.4 100.0	, .	· 3.0 · 57.1		1.4		-	2 3.5 28.6	-	-	5 5.1 71.4	1.0 28.6	1.6	2.8		3.6 85.7	, -	- - -	- -	2.7 14.3
El Producto	CONFIDENTIAL UnderProtective Order INPD 011264	1.4 100.0	, .	- 1 - 0.7 - 25.0	_			2.1 25.0			- -	-	2.1 100.0	-	3 2.1 75.0	4.5					5.4 50.0
Erik	IAL Order 64	0.3 100.0		· ·	- 1.2 - 100.0		· -	 	 	- -	- -	1 1.0 100.0		-	0.7 100.0		0.6 100.0		- -		. <u>.</u>

Table 27
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars
(Added Mid-Field Period)

																	=====	A I	=====		
				KING T		(NO	NG FRE N-SEAS	ONAL)		IGAR B	RAND T OFTEN	ADDI	SE FIONAL ACCO				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
		TOTAL PRE-	YEARS OR	3-10	11 OR MORE	LESS PER	2-3 PER	4+ PER			ARTURO		OUCTS		OF SMO		TOB-	TOB- ACCO		SPORT CLUB/	MAIL
		MIUM =====	LESS					WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET			ORDER
Base: Total Answe	ering	292 100.0 100.0	100.0			100.0	100.0	100.0	57 100.0 19.5		23 100.0 7.9			123 100.0 42.1	145 100.0 49.7		100.0	100.0	100.0	2 100.0 0.7	100.0
Evermore		1 0.3 100.0	-	•	1 1.2 100.0		-	-		-	- - -	-	0.5 100.0	-	0.7 100.0	-	0.6 100.0		-	-	- - -
Garcia y Vega/W	hiffs	4 1.4 100.0	- - -	2 1.5 . 50.0	2 2.3 50.0	2.8			-	1 8.3 25.0	1 4.3 25.0	-	2.1 100.0	:	3 2.1 75.0	1 4.5 25.0	3 1.8 75.0	2.2		-	-
Grenadiers		1 0.3 100.0		- - -	1 1.2 100.0		-	1 2.1 100.0	-	-	- -	1 1.0 100.0	- - -	-	0.7 100.0	- - -	0.6 100.0	-	-	- - -	-
Hav-a-Tampa/Jew	els	7 2.4 100.0	-	0.7 14.3	6 7.0 85.7		1 2.9 14.3		2 3.5 28.6	1 8.3 14.3	- - -	2 2.0 28.6	5 2.6 71.4	-	4 2.8 57.1	3 13.6 42.9	5 3.0 71.4			- - -	- - -
House of Windso		0.3 100.0		-	1 1.2 100.0	-	- - -	1 2.1 100.0	-	-		-	0.5 100.0	-	0.7 100.0		0.6 100.0		-	-	-
King Edward	CO Under IN	2 0.7 100.0	-		2.3 100.0		-		-	- - -	- -	1 1.0 50.0	1 0.5 50.0	•	- - -	2 9.1 100.0	0.6 50.0	-	-	-	1 2.7 50.0
Parodi	CONFIDENTIA UnderProtective O INPD 01126:	0.3 100.0	-	- - -	1 1.2 100.0	-	2.9 100.0		-	-		-	0.5 100.0		0.7 100.0		0.6 100.0	•	-	-	•

Table 27 Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars (Added Mid-Field Period)

																	=====	:=== = =:	=====	======	=====
		=====	KING TI		-	I-SEAS	ONAL)		IGAR BI	RAND FOFTEN	US ADD I 1 TOBA	IONAL				TRADI -TION -AL			AURANT /CIGAR		
		TOTAL	2 VEARS		11 OR		2-3	4+			======		OUCTS	AGE	OF SMC	KER	TOB-	TOB-		SPORT	
		PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO		=====		=====			ACCO	DIS-		MAIL
		MIUM	LESS	YEARS	YEARS	WEEK	WEEK				FUENTE	YES	NO	18-34	35-54	55+		OUTLET	COUNT		ORDER
		=====	=====	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====
Base: Total Answe	ring	292 100.0 100.0	100.0	100.0		72 100.0 24.7			57 100.0 19.5	12 100.0 4.1	23 100.0 7.9	98 100.0 33.6	194 100.0 66.4	123 100.0 42.1	145 100.0 49.7	22 100.0 7.5	168 100.0 57.5	45 100.0 15.4	19 100.0 6.5	2 100.0 0.7	
Phillies		2	_	2	-	_	1	1	_	-		1	1	2		-	1	-	1	-	_
111111111111111111111111111111111111111		0.7		1.5		-	2.9		-	-	-	1.0		1.6	-	-	0.6	-	5.3		-
		100.0	-	100.0	-	-	50.0	50.0	-	-	-	50.0	50.0	100.0	-	-	50.0	-	50.0	-	-
B. I. T		-	4		4	1		1		1	_	3	2	_	4	1	3	_	_	_	2
Roi-Tan		5 1.7			4.7	1.4		2.1		8.3	•	3.1	1.0	-	2.8	4.5	1.8	_	-	-	5.4
		100.0				20.0	-		-		-		40.0	-	80.0	20.0	60.0	-	-	-	40.0
Shakespeare		1 0.3		-	1 1.2	-	-	1 2.1	-	-	-	-	1 0.5	-	-	4.5	-	-	-	-	2.7
		100.0		_	100.0		-	100.0	_		. •	-	100.0	-	_	100.0	-	-	-	-	100.0
																		_	_		
Swisher/Sweets	G (31			7	8	3		5		2 8.7			18 14.6	13 9.0	-	15 8.9	9 20.0			1 2.7
	₽	10.6 100.0				11.1 25.8			8.8 16.1	-	6.5		9.3 58.1	58.1	41.9	-					
	CONFIDENTIAL UnderProtective Order INPD 011266	100.0	7.1	07.7	22.0	23.0	,.,	0.5			0.,	* , • ,	20.1	,	,		,,,,,	_,	,		
Tampa Nuggets) 6 9 10 10 10	1		. 1	-	-	1	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	E S B	0.3		0.7		-	2.9		-	-	-	1.0		0.8	-		0.6	-	-	-	-
	TI1/ /e C	100.0		100.0		-	100.0		_	_	-	100.0	_	100.0	_	_	100.0				
Tampa Sweets	6 ord	1	-	. 1	-	-	-	-	1	-	-	-	1	-	1	-	1	-	-	-	-
•	er	0.3		0.7		-	-	-	1.8		-	-	0.5	-	0.7	-	0.6	-	-	-	-
		100.0	•	100.0	-	-	-	-	100.0	-	-	-	100.0	-	100.0	-	100.0	-	-	-	•
Tampa (non-spec	ific)	1	-	. 1	-	-		1	-	-	-	-	1	•	•	1	-	1	-	-	-
. ampa (,,,a,, opoo	· · · · • •	0.3		0.7		-	-	2.1	-	-	-	•	0.5	-	-	4.5		2.2		-	•
		100.0	•	100.0	•	•	-	100.0	•	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-

Table 27 Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars (Added Mid-Field Period)

																	=====	======	=====	======	=====
				KING T	ENURE	(NO	NG FREG	ONAL)	C,	IGAR BI	DAND	US LIDOA	SE TIONAL				TRADI		CERY/	REST- AURANT	
		TOTAL	2		11 OR	1 OR	2-3	4+	SMOKE	ED MOS	OFTEN	TOBA		AGE	OF SMC	OKER	-AL TOB-	TOB-	VENI-	/CIGAR BAR/ SPORT	
			OR LESS		MORE YEARS				NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET	COUNT	CLUB/ EVENT	MAIL ORDER
Base: Total Answering	ı	292	72	134 100.0	86 100.0	72	34 100.0	47	57	12	23	98	194 100.0 66.4	123	145	22	168	45 100.0 15.4	19	2 100.0 0.7	37 100.0
Tiparillo		0.3 100.0		0.7 100.0		1 1.4 100.0	- - -				1 4.3 100.0	- - -	1 0.5 100.0		1 0.7 100.0	-	-			-	1 2.7 100.0
White Owl		7 2.4 100.0		2 1.5 28.6	5 5.8 71.4	2 2.8 28.6	-	2 4.3 28.6	1 1.8 14.3		- - -	3 3.1 42.9	2.1 57.1	1 0.8 14.3	5 3.4 71.4	1 4.5 14.3	3 1.8 42.9	- - -	- - -	-	4 10.8 57.1
William Penn		0.3 100.0		-	1 1.2 100.0	- - -	- - -		:	- - -	-	- - -	0.5 100.0		0.7 100.0	- -		- - -	- - -	-	1 2.7 100.0
Wolf Brothers		0.7 100.0	•	1 0.7 50.0	1 1.2 50.0	1 1.4 50.0	-	- - -		-	1 4.3 50.0	1.0 50.0	0.5 50.0	0.8 50.0	1 0.7 50.0	:	- - -	1 2.2 50.0	1 5.3 50.0	-	
Premium Brands (Net)		131 44.9 100.0	44 61.1 33.6	67 50.0 51.1	20 23.3 15.3	35 48.6 26.7	13 38.2 9.9	16 34.0 12.2	30 52.6 22.9	9 75.0 6.9	15 65.2 11.5	35 35.7 26.7	96 49.5 73.3	69 56.1 52.7	57 39.3 43.5	4 18.2 3.1	85 50.6 64.9	16 35.6 12.2	6 31.6 4.6	1 50.0 0.8	
Arturo Fuente	c	11 3.8 100.0	3 4.2 27.3	8 6.0 72.7	- - -	1 1.4 9.1	4 11.8 36.4	2 4.3 18.2	1 1.8 9.1	-	10 43.5 90.9	1 1.0 9.1	10 5.2 90.9	3.3 36.4	6 4.1 54.5	1 4.5 9.1	11 6.5 100.0	-	-	-	-
Avo	CONFIDENTIAL UnderProtective Order INPD 011267	3 1.0 100.0	1 1.4 33.3	1.5 66.7	-	1 1.4 33.3	-	- - -	•	•	-	-	3 1.5 100.0	3 2.4 100.0	-	-	3 1.8 100.0	-	-	- -	- -
NPD Custom Research	(AL Order 67					Proje	ect Y4\	/X007-	1 - 1	GENERA	CIGAR	ATTITI	IDE ANI	LISAGI	F						



Table 27
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars
(Added Mid-Field Period)

																	=====		:	======	=====
				CING T	ENURE	(NO	NG FRE	ONAL)	۰	IGAR B	DAND	US	SE FIONAL				TRADI			REST- AURANT /CIGAR	
		TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK	ED MOS	T OFTEN	TOB/ PRO	ACCO DUCTS		OF SMC		-AL TOB-	TOB- ACCO	VENI-		MAIL
		MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES =====	NO	18-34 =====	35-54 =====	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Answ	ering	292 100.0 100.0	72 100.0 24.7	100.0	100.0	72 100.0 24.7	100.0	100.0	57 100.0 19.5	100.0		98 100.0 33.6	194 100.0 66.4	123 100.0 42.1	145 100.0 49.7	22 100.0 7.5	168 100.0 57.5	45 100.0 15.4		2 100.0 0.7	100.0
Blenders Gold		0.3 100.0	-	0.7 100.0		-	- - -	- - -	- - -	- - -	- - -	-	0.5 100.0	- - -		4.5 100.0	-	- - -	5.3 100.0		- -
Cacique		0.3 100.0	•	0.7 100.0		- - -	-	•	- - -	-	-	- - -	0.5 100.0	0.8 100.0	-	· -	0.6 100.0	-	- - -	-	-
Casa Blanca		0.3 100.0	-	0.7 100.0		1 1.4 100.0	- -	-	- - -	-	- - -	1 1.0 100.0	-	0.8 100.0	- - -	-	-	-	- - -	-	-
Cohiba		4 1.4 100.0	5.6 100.0	- -	- -	2 2.8 50.0		-	- - -	- - -	-	1 1.0 25.0	3 1.5 75.0	3 2.4 75.0	0.7 25.0	-	4 2.4 100.0	-	- -	- -	•
Credo	CON UnderP INI	2 0.7 100.0	2.8 100.0	-	-	-	- -	1 2.1 50.0	- - -	-	-	1 1.0 50.0	0.5 50.0	2 1.6 100.0	- -	- - -	2 1.2 100.0		- - -	- - -	- -
Cruz Real	CONFIDENTIAL UnderProtective Order INPD 011268	0.3 100.0	1 1.4 100.0	•	- - -	- - -	- - -	- - -	- -	-	-	-	0.5 100.0	-	- -	· -	- - -	1 2.2 100.0	- - -	- - -	-
Cuesta Rey	IAL Order 68	1 0.3 100.0	1 1.4 100.0		- - -	1 1.4 100.0		-	-	-	-	-	0.5 100.0	0.8 100.0	-	-	-	-	5.3 100.0		

Table 27 Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars (Added Mid-Field Period)

		TOTAL	2	KING TI		(NOI ===== 1 OR	NG FREG N-SEASO ======	ONAL)	SMOK		RAND FOFTEN	TOBA	IONAL	AGE	OF SMO	NK E B	TRADI -TION -AL TOB-	TOB-	CON- VENI-	REST- AURANT /CIGAR BAR/ SPORT	
		PRE- MIUM	OR LESS	YEARS	MORE YEARS	PER Week	PER Week	PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	ACCO SHOP	ACCO OUTLET	DIS- COUNT	CLUB/	MAIL ORDER
Base: Total Answering		292 100.0 100.0	72 100.0 24.7	100.0	86 100.0 29.5			47 100.0 16.1	57 100.0 19.5	12 100.0 4.1	23 100.0 7.9	98 100.0 33.6	194 100.0 66.4	123 100.0 42.1	145 100.0 49.7	22 100.0 7.5	168 100.0 57.5	45 100.0 15.4	19 100.0 6.5	2 100.0 0.7	37 100.0 12.7
Davidoff		0.7 100.0	-	1 0.7 50.0	1 1.2 50.0	- - -	-	- - -	-	- - -	1 4.3 50.0	-	2 1.0 100.0	- - -	1 0.7 50.0	1 4.5 50.0	1.2 100.0	-	-	-	
Don Diego		6 2.1 100.0	2.8 33.3	3 2.2 50.0	1 1.2 16.7	1 1.4 16.7	2 5.9 33.3	1 2.1 16.7	-	1 8.3 16.7	- - -	4 4.1 66.7	2 1.0 33.3	3.3 66.7	2 1.4 33.3	- - -	4 2.4 66.7	-	-	- -	1 2.7 16.7
Dunhill		3 1.0 100.0	-	2 1.5 66.7	1 1.2 33.3	1 1.4 33.3		-	1 1.8 33.3	- - -	- - -	- -	3 1.5 100.0	2 1.6 66.7	0.7 33.3	-	2 1.2 66.7	-	-	- - -	-
El Rey del Mundo		0.3 100.0	1 1.4 100.0	-	-	- - -	-	1 2.1 100.0	-	-	- - -		0.5 100.0	-	0.7 100.0	- -	-	-	-	•	-
Fuente		1.7 100.0	-	3 2.2 60.0		-	:	4.3 40.0	-	-	-	1 1.0 20.0		0.8 20.0	3 2.1 60.0	1 4.5 20.0	3 1.8 60.0	-	- -	1 50.0 20.0	
H. Upmann		6 2.1 100.0	1 1.4 16.7		-	3 4.2 50.0	2.9	1 2.1 16.7	-	-	- - -	2.0 33.3		3.3 66.7	2 1.4 33.3	- - -	3.0 83.3	2.2	- - -	- - -	-
Habana Gold	CONFID UnderProte INPD (0.3 100.0		0.7 100.0		1 1.4 100.0		- - -	- - -	-	-	-	0.5 100.0	0.8 100.0	-	-	1 0.6 100.0			• •	• •
NPD Custom Research	CONFIDENTIAL UnderProtective Order INPD 011269					Proj	ect Y4	vx007-	1 -	GENERA	L CIGAR	ATTIT	UDE AN	D USAG	E						

Table 27 Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars (Added Mid-Field Period)

				KING TE		(NO	NG FREG	ONAL)	C1	GAR B	RAND	US ADDIT	E IONAL				TRADI		CERY/	REST- AURANT /CIGAR	
		TOTAL PRE- MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	PER	2-3 PER WEEK		MACA- NUDO	=====	FUENTE	YES	UCTS ===== NO		35-54	KER ===== 55+ =====		TOB- ACCO OUTLET	VENI - ENCE/ DIS- COUNT		MAIL ORDER
Base: Total Answe	ring	292	100.0	134 100.0	86 100.0 29.5	72 100.0 24.7	34 100.0 11.6		57 100.0 19.5	12 100.0 4.1		98 100.0 33.6	194 100.0 66.4	123 100.0 42.1	145 100.0 49.7	22 100.0 7.5		45 100.0 15.4	19 100.0 6.5	2 100.0 0.7	37 100.0 12.7
Hoyo de Monterr	еу	3 1.0 100:0	2.8	0.7	-		-	2 4.3 66.7	1 1.8 33.3	-	1 4.3 33.3	-	3 1.5 100.0	0.8 33.3	2 1.4 66.7	- -	2 1.2 66.7	1 2.2 33.3	-	- - -	• •
J.R. Ultimate		2 0.7 100.0	٠ -	1.5 100.0	-	-	- - -	-	-	-	-	- - -	1.0 100.0	0.8 50.0	0.7 50.0	•	- - -	1 2.2 50.0	-	- - -	1 2.7 50.0
Joya de Nicarag	ua	0.3 100.0		•		- - -	- - -	- - -	-	8.3 100.0		-	0.5 100.0	-	0.7 100.0		0.6 100.0	-	- -	- - -	- - -
Macanudo		41 14.0 100.0	22.2	11.9	10.5	19.4		8.5		33.3	13.0		26 13.4 63.4	26 21.1 63.4	15 10.3 36.6				10.5 4.9	-	2 5.4 4.9
Montecristo	CO Under	0.3 100.0	,	 	1.2 1.2 100.0		-	- - -	-	•	• • • •	-	0.5 100.0		0.7 100.0		- - .•	- -	1 5.3 100.0		-
Montesino	CONFIDENTIAL UnderProtective Order INPD 011270	0.3 100.0	,	· 1.7	-	-	2.9 100.0		-	•		1 1.0 100.0	-	-	0.7 100.0		- -	- - -	- -	- - -	1 2.7 100.0
Nat Sherman	IIAL e Order 270	0.i 100.i	7 1.4		7 .	- - -	· -	 	- - -		 	- - -	1.0 100.0	-	1.4 100.0	-	- -	1 2.2 50.0			

Table 27 Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars (Added Mid-Field Period)

																		1 IA :======	1051 0		
				KING T		(NO	NG FRE	ONAL)	r	IGAR B	DAND		SE FIONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT	
			2 YEARS		11 OR	1 OR LESS	2-3	4+	SMOK	ED MOS	T OFTEN	TOB/ PROL	ACCO DUCTS		OF SMC		-TION -AL TOB-	тов-	VENI-	/CIGAR BAR/ SPORT	
		PRE- MIUM =====	OR LESS	3-10 YEARS					NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET	DIS-	CLUB/ EVENT	MAIL ORDER
Base: Total Answering	i	292 100.0 100.0		100.0	86 100.0	72 100.0	34	47 100.0 16.1	57 100.0 19.5	12	23	98 100.0 33.6	194	123	145	22	168 100.0	45 100.0 15.4	19	2	37 100.0
Onyx		0.7 100.0	2.8 100.0	- - -	-	2.8 100.0	-	-	-	-	- - -	- - -	2 1.0 100.0	2 1.6 100.0	- -		1.2 100.0	- - -	-	-	-
Partagas		1.4 100.0	-	3.0 100.0	- -	1 1.4 25.0	1 2.9 25.0	1 2.1 25.0		3 25.0 75.0	-		2.1 100.0	0.8 25.0	3 2.1 75.0	:	3 1.8 75.0	-	- - -	-	
Primo del Rey		0.3 100.0	- - -	0.7 100.0	-	1 1.4 100.0	-	-	- -			1 1.0 100.0	- -		0.7 100.0		- - -	1 2.2 100.0	-	:	:
Punch		1.4 100.0	1 1.4 25.0	3 2.2 75.0	-	1 1.4 25.0	1 2.9 25.0	-	- -	- -	-	1 1.0 25.0	3 1.5 75.0	0.8 25.0	3 2.1 75.0		1 0.6 25.0	2 4.4 50.0		- - -	1 2.7 25.0
Romeo y Julieta		0.3 100.0	1 1.4 100.0	-	-	1 1.4 100.0	- -	-	-	-	-	1 1.0 100.0	- - -	0.8 100.0	-	-	0.6 100.0	-	- - -		-
Royal Jamaica		0.7 100.0	•	-	2.3 100.0	1 1.4 50.0	- - -	- -	-	-	-	- - -	1.0 100.0	- -	2 1.4 100.0	-	0.6 50.0	-	-	- - -	1 2.7 50.0
Santa Clara	CONFIDENTIAL UnderProtective Order INPD 011271	1 0.3 100.0	•	-	1 1.2 100.0		-	- -	-	-	-	- -	1 0.5 100.0	•	0.7 100.0	- - -		-	•	:	1 2.7 100.0
NPD Custom Research	ENTIAL Hive Order 11271					Proje	ect Y4V	X007-1	- (GENERAL	. CIGAR	ATTITU	DE AND	USAGE	i.						

Table 27 Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars (Added Mid-Field Period)

																			1031 U		
			SMOI	KING T		(NO	NG FREG	ONAL)	r	IGAR B	R A N D	ין חת י	SE FIONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
		TOTAL PRE-	2 YEARS OR	3 -10	11 OR MORE	1 OR	2-3 PER	4+ PER	SMOKI	ED MOS	T OFTEN	TOB/ PROI	ACCO DUCTS		OF SMC		-AL TOB-	TOB- ACCO	VENI- ENCE/ DIS-	BAR/	MAIL
		MIUM =====			YEARS	WEEK	WEEK	WEEK	NUDO =====	AGAS	FUENTE	YES	NO =====		35- 54		SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Ansi	wering	292 100.0 100.0	100.0	100.0	100.0		100.0	47 100.0 16.1		12 100.0 4.1	23 100.0 7.9	98 100.0 33. 6		123 100.0 42.1	145 100.0 49.7	22 100.0 7.5		45 100.0 1 5.4	19 100.0 6.5	2 100.0 0.7	37 100.0 12.7
Santiago/Santa	a Cubano	1 0.3 100.0	1 1.4 100.0	-	-	-	-	-	-	-	-	-	0.5 100.0	0.8 100.0	-	-	0.6 100.0	-	-	-	- - -
Te-Amo		3 1.0 100.0	-	2 1.5 66.7	1.2	-	-	-	-	- - -	- - -	1 1.0 33.3		0.8 33.3	2 1.4 66.7	-	3 1.8 100.0	- - -	-	- - -	- - -
Thomas Hinds		0.3 100.0		0.7 100.0		- - -	- - -	-	- - -	- - -	- - -	-	0.5 100.0	0.8 100.0	-	- - -	- - -	-	5.3 100.0	-	-
Thompson	-	4 1.4 100.0	-		1.2		-	1 2.1 25.0	- - -	-	-	2.0 50.0	1.0	0.8 25.0	3 2.1 75.0	-	- -	1 2.2 25.0		- - -	3 8.1 75.0
Troya	CONFII InderProt	0.3 100.0	1 1.4 100.0		- - -	- - -	- - -	- - -	- -	- - -	-	1 1.0 100.0		0.8 100.0		- -	0.6 100.0	- - -	- - -	-	- -
Upmann	CONFIDENTIAL UnderProtective Order INPD 011272	5 1.7 100.0		1.5		2		-	1 1.8 20.0		-	-	5 2.6 100.0	3.3 80.0	0.7 20.0	-	2.4 80.0	-	-	•	• •
Veracruz	der	0.3 100.0		0.7 100.0	-	-	- - -	-	-	- -	-	1 1.0 100.0		- - -	0.7 100.0	-	0.6 100.0	-	- - -	-	•

Table 27
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars (Added Mid-Field Period)

																=====	======	=====	======	=====
		SMO	KING T	ENURE	(NO	NG FRE	ONAL)					SE				TRADI			REST-	
			_=====	=====		=====	=====		IGAR B		ADD I	TIONAL				-TION		CON-	/CIGAR	
	TOT	2			1 OR			SMOK	ED MOS	T OFTEN	TOB	ACCO				-AL		VENI-	BAR/	
		YEARS		11 OR		2-3	4+			======		DUCTS	AGE	OF SM	OKER	TOB-	TOB-	ENCE/	SPORT	
	PRE-	OR	3-10		PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	=====	=====	=====	=====
Base: Total Answering	292	72	134	86	72	34	47	57	12	23	98	194	123	145	22	168	45	19	2	37
	100.0	100.0	100.0	100.0	100.0														100 0	
	100.0		45.9			11.6						66.4				57.5				100.0 12.7
Other	28	11	8	9	10	2	4	6	-	-	14	14	13	10	5	14	8	3	_	2
	9.6	15.3	6.0	10.5	13.9	5.9	8.5	10.5	-	-	14.3	7.2	10.6	6.9	22.7		17.8	_	-	5.4
	100.0	39.3	28.6	32.1	35.7	7.1	14.3	21.4	-	-					17.9				-	7.1
Don't know/No Others	40	13	16	11	8	7	10	7	-	3	13	27	13	25	1	18	4	4	1	я
	13.7	18.1	11.9	12.8	11.1	20.6	21.3	12.3	-	13.0	13.3			17.2	4.5		8.9		50.0	21.6
	100.0	32.5	.40.0	27.5	20.0	17.5	25.0	17.5	-		32.5		32.5	62.5			10.0		2.5	
Sigma	292	72	134	86	72	34	47	57	12	23	98	194	123	145	22	168	45	19	2	37
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0						100.0	100 0	100.0
	100.0	24.7	45.9	29.5	24.7	11.6	16.1	19.5	4.1	7.9		66.4				57.5	15.4	6.5		12.7



Table 28
Q.4b SEC.B Compared To When You Smoked That Brand Of Cigars, Are
You Now Smoking More Often, Less Often Or About The Same Amount?
(Added Mid-Field Period)

																=====	======	=====	======	=====
					SMOKII	NG FRE	DUENCY											DRUG/		
		SMOR	CING TI	ENURE		N-SEAS					US	:=				TDADI			REST-	
					=====		-	r:	IGAR BE	DAND		TIONAL				TRADI			AURANT	
		2			1 OR					T OFTEN	TOBA					-TION			/CIGAR	
	TOTAL	YEARS		11 OP	LESS	2-3	4+			=======			4.05	05 044	WED	-AL		VENI-		
	PRE-		3-10	MORE		PER						UCTS	AGE	OF SMO	JKER	TOB-	TOB-	-	SPORT	
		LESS					UEEV	MHDO	ACAC	ARTURO			10 7/						•	MAIL
		=====								FUENTE					55+	SHOP	OUTLET	COUNT	EVENT	ORDER
																		=====	=====	=====
Base: Smoked A Domestic Brand	93		43			12	17	14	3	5	36	57	28	53	12	51	17	6	_	15
Most Often When First Started	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0
Smoking, Now Smoke A Premium	100.0	4.3	46.2	49.5	20.4	12.9	18.3	15.1	3.2	5.4	38.7	61.3	30.1	57.0	12.9	54.8	18.3	6.5		16.1
Brand Most Often																				
More Often	26	-	11	15	3	7	4	5	1	1	11	15	7	16	7	1/	2			_
	28.0				15.8										25.0	14	2			9
	100.0		42.3	57.7	11.5	26.0	15 /	10.2	3.8		/2.7	20.3	22.0	30.2	23.0	27.5	11.8			60.0
			72.5	21.1	11.5	20.7	17.4	17.2	5.0	٥.٥	42.3	51.1	20.9	01.0	11.5	٥. د د	7.7	-	•	34.6
Less Often	31	1	. 15	15	10	2	3	6	1	2	11	20	9	17	5	14	8	2	_	6
	33.3	25.0	34.9	32.6	52.6	16.7	17.6	42.9	33.3	40.0	30.6	35.1	32.1	32.1	41.7			_		40.0
	100.0		48.4		32.3							64.5			16.1					19.4
Same amount	36	3	17	16	6	3	10	3	1	2	14	22	12	20	,	27	_	,		
		75.0												20	4	23	7	•	-	•
	100.0		47.2			8.3					70.9	30.0	42.9	3/./	33.3	45.1	41.2	66.7	-	•
	100.0	0.5	41.2	44.4	10.7	0.5	21.0	0.3	2.0	5.6	38.9	61.1	33.3	55.6	11.1	63.9	19.4	11.1	-	-
Sigma	93			46							36	57	28	53	12	51	17	6	-	15
		100.0									100.0	100.0	100.0				100.0	_		100.0
	100.0	4.3	46.2	49.5	20.4	12.9	18.3	15.1	3.2						12.9			6.5		16.1

Table 29
Q.4c SEC.B How Many Years Ago Did You Switch To A Premium Imported Type Of Cigar?
(Added Mid-Field Period)

																		1 TA	MOST O		
				KING T	ENURE	(NO	NG FREG	ONAL)	ر	IGAR BI	PAND	US ADD 11	SE TIONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
		TOTAL PRE-	2		11 OR	1 OR LESS	2-3	4+	SMOK	ED MOS	T OFTEN	TOB/ PROD	ACCO DUCTS		OF SM		-AL TOB-	TOB-	VENI- ENCE/	BAR/ SPORT	
		MIUM	LESS		YEARS			PER WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET	DIS- COUNT	CLUB/ EVENT	MAIL ORDER =====
Base: Smoked A Do Most Often When I Smoking, Now Smol Brand Most Often	First Started ke A Premium	93 100.0 100.0			46 100.0 49.5			17 100.0 18.3		3 100.0 3.2	5 100.0 5.4		57 100.0 61.3			12 100.0 12.9	51 100.0 54.8	17 100.0 18.3	6 100.0 6.5		15 100.0 16.1
1 year ago or le	ss	14 15.1 100.0		20.9	3 6.5 21.4	1 5.3 7.1	4 33.3 28.6		• •	- - -	1 20.0 7.1	8 22.2 57.1	6 10.5 42.9	8 28.6 57.1	6 11.3 42.9	•	6 11.8 42.9	4 23.5 28.6		- - -	1 6.7 7.1
2-4 years ago		32 34.4 100.0	50.0 6.3		8.7 12.5				5 35.7 15.6	33.3 3.1	3 60.0 9.4	8 22.2 25.0	24 42.1 75.0	13 46.4 40.6	18 34.0 56.3	1 8.3 3.1	20 39.2 62.5	6 35.3 18.8	33.3 6.3	- - -	2 13.3 6.3
5-9 years ago		19 20.4 100.0	•	6 14.0 31. 6	13 28.3 68.4	3 15.8 15.8	1 8.3 5.3		3 21.4 15.8	-	1 20.0 5.3	11 30.6 57.9	8 14.0 42.1	7 25.0 36.8	9 17.0 47.4	3 25.0 15.8	10 19.6 52.6	5 29.4 26.3			2 13.3 10.5
10-14 years ago		11 11.8 100.0	- - -	2 4.7 18.2		1 5.3 9.1	1 8.3 9.1	5 29.4 45.5	2 14.3 18.2	33.3 9.1	-	3 8.3 27.3	8 14.0 72.7	-	8 15.1 72.7		5 9.8 45.5	1 5.9 9.1	:	-	33.3
15+ years ago	_	17 18.3 100.0	-	- - -	17 37.0 100.0	2 10.5 11.8			4 28.6 23.5	1 33.3 5.9	- -	6 16.7 35.3	11 19.3 64.7	•	12 22.6 70.6	5 41.7 29.4	10 19.6 58.8	1 5.9 5.9	• • •	-	
Sigma	CONFIDENTIAL UnderProtective Ord INPD 011275	93 100.0 100.0	100.0 4.3					17 100.0 18.3	14 100.0 15.1	3 100.0 3.2	5 100.0 5.4		57 100.0 61.3	28 100.0 30.1	53 100.0 57.0	12 100.0 12.9	51 100.0 54.8	17 100.0 18.3	6 100.0 6.5		15 100.0 16.1
Mean Base	DEN ectiv	93	4	43	46	19	12	17	14	3	5	36	57	28	53	12	51	17	6	-	15
Mean	TIAL 'e Ord 275	7.25	1.75	3.21	11.50	5.37	5.42	9.41	8.64	11.00	2.80	6.72	7.58	3.11	8.06	13.33	7.45	5.18	3.17	-	11.00

Table 29
Q.4c SEC.B How Many Years Ago Did You Switch To A Premium Imported Type Of Cigar?
(Added Mid-Field Period)

STORE PURCHASE CIGARS AT MOST OFTEN

											,					=====	======	:====:			
																		DRUG/			
		SMOR	CING TE	NURF		IG FREG I-SEAS(US	F				TRADI					
		=====	=====		=====		-	С	IGAR B	RAND		IONAL				-TION			/CIGAR		
	TOTAL	2		11 00	1 OR	2 7	, .			TOFTEN	TOBA		405	05 614	N/FD	-AL	TOD	VENI-	•		
	PRE-	YEARS OR	3-10	11 OR MORE		2-3 PER	4+ PER			ARTURO		UCTS		OF SMO		TOB- ACCO	TOB- ACCO	ENCE/ DIS-	SPORT CLUB/	MAIL	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER	
	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	
Base: Smoked A Domestic Brand	93		43	46	19	12				5	36	57	28		12	51	17	6		15	
Most Often When First Started Smoking, Now Smoke A Premium	100.0			100.0 49.5							100.0 38.7			100.0 57.0		100.0 54.8	100.0 18.3	100.0		100.0	
Brand Most Often	100.0	4.5	40.2	47.3	20.4	12.7	10.5	17.1	3.2	7.4	30.7	0,.5	30.1	57.0	12.7	74.0	10.3	0.5		10.1	
Standard Deviation	7.07	0.06	2.30	7.77	4 80	6 32	7.77	5.69	8.54	1 64	6.64	7 36	2 38	7 12	8 76	7.74	5 78	2.56	_	6.05	
Standard Deviation	1.01	0.70	2.50	1.71	4.09	0.52	1.11	J.09	0.54	1.04	0.04	7.50	2.30	7.12	0.70	1.14	5.70	2.30		0.03	
Standard Error	0.73	0.48	0.35	1.14	1.12	1.82	1.88	1.52	4.93	0.73	1.11	0.97	0.45	0.98	2.53	1.08	1.40	1.05	-	1.56	,

Table 30
Q.5 SEC.B How Many Different Cigar Sizes Do You Smoke On A Regular Basis?

																	=====	======	=====	=====	=====
					SMOKING FREQUENCY IG TENURE (NON-SEASONAL) USE CIGAR BRAND ADDITIONAL TOR SMOKED MOST OFTEN TOBACCO											TRADI		CERY/	REST- AURANT		
		TOTAL PRE-	2 YEARS OR		11 OR MORE	1 OR LESS	2-3 PER	4+ PER	SMOK	ED MOS		TOB.	ACCO DUCTS		OF SMO		-TION -AL TOB-	TOB-	VENI- ENCE/	SPORT	
		MIUM =====		YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET	COLINT	CLUB/ EVENT	MAIL ORDER =====
Base: Total	Respondents	408 100.0 100.0		186 100.0 45.6			50 100.0 12.3			16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
None		5 1.2 100.0	1.0 20.0	1.1 40.0	2 1.7 40.0	1 1.0 20.0	- -	3 5.0 60.0	- - -		- - -	1 0.7 20.0		2 1.1 40.0	2 1.0 40.0	1 2.7 20.0		1 1.7 20.0	- - -	-	3.8 40.0
1 size		99 24.3 100.0	28 27.7 28.3		32 26.4 32.3	30 28.6 30.3	8 16.0 8.1	14 23.3 14.1	23 28.8 23.2	5 31.3 5.1	4 14.3 4.0	38 26.4 38.4		37 21.3 37.4	51 26.2 51.5	11 29.7 11.1	52 22.3 52.5	16 26.7 16.2	12 44.4 12.1	33.3 2.0	
2 sizes		164 40.2 100.0	44 43.6 26.8		40 33.1 24.4	45 42.9 27.4	25 50.0 15.2			6 37.5 3.7	13 46.4 7.9	55 38.2 33.5		80 46.0 48.8	71 36.4 43.3	12 32.4 7.3	95 40.8 57.9	26 43.3 15.9	8 29.6 4.9	1 16.7 0.6	16 30.8 9.8
3 sizes		81 19.9 100.0	15 14.9 18.5		26 21.5 32.1	18 17.1 22.2	7 14.0 8.6			3 18.8 3.7	5 17.9 6.2	32 22.2 39.5	49 18.6 60.5	29 16.7 35.8	43 22.1 53.1	9 24.3 11.1	49 21.0 60.5	9 15.0 11.1	3 11.1 3.7	2 33.3 2.5	16 30.8 19.8
4+ sizes	_	47 11.5 100.0	9 8.9 19.1	19 10.2 40.4	19 15.7 40.4	8 7.6 17.0	9 18.0 19.1	8 13.3 17.0	10 12.5 21.3	2 12.5 4.3	5 17.9 10.6	13 9.0 27.7		17 9.8 36.2	25 12.8 53.2	4 10.8 8.5	27 11.6 57.4	7 11.7 14.9	7.4 4.3	1 16.7 2.1	
Don't know	CONFII InderProt INPD	12 2.9 100.0	4.0 33.3	6 3.2 50.0	2 1.7 16.7	3 2.9 25.0	1 2.0 8.3	3.3 16.7	3.8 25.0	- -	1 3.6 8.3	5 3.5 41.7	7 2.7 58.3	9 5.2 75.0	3 1.5 25.0		8 3.4 66.7	1 1.7 8.3	2 7.4 16.7	- - -	-
Sigma	CONFIDENTIAL UnderProtective Order INPD 011277	408 100.0 100.0	101 100.0 24.8		121 100.0 29.7	105 100.0 25.7		60 100.0 14.7		16 100.0 3.9		144 100.0 35.3	264 100.0 64.7		195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
Mean Base	der (396	97	180	119	102	49	. 58	77	16	27	139	257	165	192	37	225	59	25	6	52

Table 30 Q.5 SEC.B How Many Different Cigar Sizes Do You Smoke On A Regular Basis?

				=====	
	SMOKING TENUF	SMOKING FREQUENCY RE (NON-SEASONAL)	USE	TRADI	DRUG/ GRO- REST- CERY/ AURANT
		4	CIGAR BRAND ADDITIONAL	-TION	
	2	1 OR	SMOKED MOST OFTEN TOBACCO	-AL	VENI- BAR/
	TOTAL YEARS 11	OR LESS 2-3 4+	============ PRODUCTS	AGE OF SMOKER TOB-	TOB- ENCE/ SPORT
	PRE- OR 3-10 MOR	RE PER PER PER	MACA- PART- ARTURO =======	============= ACCO	ACCO DIS- CLUB/ MAIL
	MIUM LESS YEARS YEA	ARS WEEK WEEK WEEK	NUDO AGAS FUENTE YES NO	18-34 35-54 55+ SHOP	OUTLET COUNT EVENT ORDER
	===== ===== ===		: ===== ===== ===== === =======		
Base: Total Respondents	100.0 100.0 100.0 100	121 105 50 6 0.0 100.0 100.0 100. 9.7 25.7 12.3 14.	100.0 100.0 100.0 100.0 100.0	174 195 37 233 100.0 100.0 100.0 100.0 42.6 47.8 9.1 57.1	100.0 100.0 100.0 100.0
Mean	2.33 2.15 2.34 2	.45 2.32 2.49 2.2	2.40 2.31 2.48 2.35 2.32	2.26 2.41 2.16 2.33	3 2.37 1.88 2.33 2.71
Standard Deviation	1.48 1.34 1.46 1	.62 1.97 1.28 1.2	5 1.57 1.45 1.12 1.68 1.37	1.36 1.63 1.19 1.40	1.85 1.20 1.21 1.72
Standard Error	0.07 0.14 0.11 0	.15 0.20 0.18 0.1	7 0.18 0.36 0.22 0.14 0.09	0.11 0.12 0.20 0.09	0.24 0.24 0.49 0.24

Table 31
Q.6a SEC.B What Size Of Your Primary Brand Do You Smoke Most Often?

																	=====	======			=====
				KING TI		(NO	NG FREG	ONAL)	.	CAD D	AND	US	SE TIONAL				TRADI			AURANT	
		TOTAL PRE-	2 YEARS OR		11 OR	1 OR	2-3 PER	4+ PER	SMOKE	=====	OFTEN ARTURO	TOB <i>A</i> PROD	ACCO DUCTS		OF SMC			TOB- ACCO	VENI-	/CIGAR BAR/ SPORT CLUB/	MAIL
		MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET			ORDER
Base: Total Resp	pondents	408 100.0 100.0					50 100.0 12.3		80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7		195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Corona		51 12.5 100.0			9 7.4 17.6		5 10.0 9.8	9 15.0 17.6	8 10.0 15.7	4 25.0 7.8	9 32.1 17.6	19 13.2 37.3	32 12.1 62.7	31 17.8 60.8	17 8.7 33.3	3 8.1 5.9	32 13.7 62.7	5 8.3 9.8	3 11.1 5.9		7 13.5 13.7
Double Corona		19 4.7 100.0	5.0 26.3		7 5.8 36.8	3 2.9 15.8	4 8.0 21.1	6.7 21.1	5.0 21.1	1 6.3 5.3	1 3.6 5.3	3 2.1 15.8	16 6.1 84.2	5 2.9 26.3	11 5.6 57.9	3 8.1 15.8	10 4.3 52.6	4 6.7 21.1	1 3.7 5.3		3 5.8 15.8
Petit Corona		6 1.5 100.0	1 1.0 16.7	2 1.1 33.3	3 2.5 50.0	3 2.9 50.0	- - -	1 1.7 16.7	1 1.3 16.7	-	- - -	2 1.4 33.3	4 1.5 66.7	3 1.7 50.0	3 1.5 50.0	-	0.9 33.3	1 1.7 16.7	1 3.7 16.7	-	1 1.9 16.7
Corona Gorda		4 1.0 100.0	1 1.0 25.0	2 1.1 50.0	0.8 25.0	- - -		-	2.5 50.0	1 6.3 25.0	- - -	2 1.4 50.0	0.8 50.0	1 0.6 25.0	3 1.5 75.0		1.7 100.0	-	-	- - -	•
Churchill		42 10.3 100.0	6 5.9 14.3		15 12.4 35.7	11 10.5 26.2			4 5.0 9.5	1 6.3 2.4	3 10.7 7.1	7 4.9 16.7	35 13.3 83.3	15 8.6 35.7	22 11.3 52.4	4 10.8 9.5	22 9.4 52.4	7 11.7 16.7	-	-	9 17.3 21.4
Robusto	C Unc	23 5.6 100.0	6 5.9 26.1	5.4	7 5.8 30.4	4 3.8 17.4	1 2.0 4.3	7 11.7 30.4	1 1.3 4.3	1 6.3 4.3	3 10.7 13.0	7 4.9 30.4	16 6.1 69.6	8 4.6 34.8	12 6.2 52.2	3 8.1 13.0	14 6.0 60.9	2 3.3 8.7	1 3.7 4.3	-	7.7 17.4
Panatella	CONFIDH UnderProtec	13 3.2 100.0	5.0 38.5	2 1.1 15.4	5.0 46.2		- - -	1 1.7 7.7		-	1 3.6 7.7	9 6.3 69.2	4 1.5 30.8	3 1.7 23.1	8 4.1 61.5	2 5.4 15.4	7 3.0 53.8		1 3.7 7.7		2 3.8 15.4

Table 31 Q.6a SEC.B What Size Of Your Primary Brand Do You Smoke Most Often?

																=====	======			
			KING TE		(NO	NG FREG N-SEASO	ONAL)) A LUD	US					TRADI		DRUG/ GRO- CERY/	REST- AURANT	
	TOTAL PRE-	2 YEARS			1 OR LESS		4+	SMOK		OFTEN CARTURO	TOBA PROD	UCTS	AGE	OF SMC	KER	-TION -AL TOB-	TOB-	VENI- ENCE/	SPORT	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET	COLINE	CLUB/ EVENT ======	ODDED
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Lonsdale	6 1.5 100.0	3.0 50.0	2 1.1 33.3			1 2.0 16.7		3.8 50.0	1 6.3 16.7		2 1.4 33.3	4 1.5 66.7	2 1.1 33.3	4 2.1 66.7	-	3 1.3 50.0		- -	- - -	2 3.8 33.3
Cigarillo	3 0.7 100.0		3 1.6 100.0		1.0 33.3	-		1 1.3 33.3	- - -	-	2 1.4 66.7	0.4 33.3	3 1.7 100.0	-		3 1.3 100.0		- - -	:	-
Miniatures	13 3.2 100.0		6 3.2 46.2			3 6.0 23.1	2 3.3 15.4	3.8 23.1	1 6.3 7.7	- - -	2.8 30.8	9 3.4 69.2	5 2.9 38.5	7 3.6 53.8	1 2.7 7.7		5 8.3 38.5	- - -	1 16.7 7.7	-
Blunts (or Sports)	6 1.5 100.0		5 2.7 83.3			4.0 33.3	-	-		1 3.6 16.7	3 2.1 50.0	3 1.1 50.0	1.1 33.3	3 1.5 50.0	1 2.7 16.7		1 1.7 16.7	-	- - -	1 1.9 16.7
Other size (Ring gauge/length)		12 11.9 22.2		16 13.2 29.6	14 13.3 25.9	8 16.0 14.8	13 21.7 24.1	8 10.0 14.8	2 12.5 3.7	3 10.7 5.6	23 16.0 42.6	31 11.7 57.4	19 10.9 35.2	31 15.9 57.4	4 10.8 7.4	32 13.7 59.3	7 11.7 13.0	2 7.4 3.7		9 17.3 16.7
Other	73 17.9 100.0	15 14.9 20.5	34 18.3 46.6			9 18.0 12.3			- - -	4 14.3 5.5	21 14.6 28.8	52 19.7 71.2	36 20.7 49.3	29 14.9 39.7	8 21.6 11.0	42 18.0 57.5		11 40.7 15.1		7 13.5 9.6
No particular size	15 3.7 100.0	2.0 13.3	6 3.2 40.0			1 2.0 6.7	4 6.7 26.7	3 3.8 20.0	:		8 5.6 53.3	7 2.7 46.7	7 4.0 46.7	6 3.1 40.0	2 5.4 13.3	7 3.0 46.7	4 6.7 26.7	2 7.4 13.3	1 16.7 6.7	

Table 31
Q.6a SEC.B What Size Of Your Primary Brand Do You Smoke Most Often?

STORE	PURCH/	\SE	CIGARS
AT	MOST	OF1	TEN

																	.=====		
	SMO	OKING T	ENURE		NG FRE	QUENCY Onal)				US	SE				TRADI		DRUG/ GRO- CERY/	REST- AURANT	
	====	======	=====	=====	=====	=====	С	IGAR B	RAND	ADD I	IONAL				-TION		CON-	/CIGAR	
	2			1 or			SMOK	ED MOS	T OFTEN	TOBA	CCO				-AL		VENI-	•	
TOTA	L YEARS	3	11 OR	LESS	2-3	4+	=====	=====	======	PROD	OUCTS	AGE	OF SMO	OKER	TOB-	TOB-	ENCE/		
PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO						ACCO	ACCO	DIS-		MAIL
MIUN	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE		NO		35-54		SHOP				
===	= ====	=====	=====	=====	=====	=====	=====					10 34	33-34		3NUP	OUTLET	COUNT	EVENT	ORDER
																	=====	=====	=====
Base: Total Respondents 40				105	50							174	195	37		60	27	6	52
	0 100.0									100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.	0 24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
	0 30	30	20	26	7	5	20	4	3	32	48	34	39	6	46	12	5	2	7
19.	6 29.7	' 16.1	16.5	24.8	14.0	8.3	25.0	25.0	10.7	22.2	18.2	19.5	20.0	16.2	19.7	20.0	18.5	33.3	13.5
100.	0 37.5	37.5	25.0	32.5	8.8	6.3	25.0	5.0	3.8	40.0	60.0		48.8			15.0	6.3		
Sigma 40	8 101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
100.	0 100.0	100.0	100.0	100.0													100.0	100.0	100.0
100.		45.6								35.3									
100.			-/.1			1741	17.0	٦.,	0.7	ر.رر	04.7	42.0	47.8	9.1	57.1	14.7	6.6	1.0	12.7

Table 32 Q.6b-1 SEC.B What Is The Ring Gauge Of The Cigar?

																=====	7 IA :======	1021 01		
			CING TE		(NON)	IG FREG	ONAL)	C1	GAR BR	AND	US ADD I T	E IONAL				TRADI		DRUG/ GRO- CERY/		
		2 YEARS	~ 40	11 OR		2-3	4+	SMOKE	D MOST	OFTEN	TOBA PROD	CCO UCTS		OF SMC		-AL TOB-	TOB-	VENI - ENCE/	BAR/ SPORT	
	PRE- MIUM	OR LESS	YEARS		WEEK			NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET		CLUB/ EVENT	MAIL ORDER
Base: Primary Brand Is "Other" Size	100.0	12 100.0 22.2		16 100.0 29.6			13 100.0 24.1		2 100.0 3.7				19 100.0 35.2	31 100.0 57.4	4 100.0 7.4	32 100.0 59.3	7 100.0 13.0	2 100.0 3.7	1 100.0 1.9	
10 or less	10 18.5 100.0		5 19.2 50.0		2 14.3 20.0		-	4 50.0 40.0	-	-	6 26.1 60.0	4 12.9 40.0	4 21.1 40.0	6 19.4 60.0	-	7 21.9 70.0	1 14.3 10.0	•		2 22.2 20.0
11-30	3.7 100.0	-	1 3.8 50.0	6.3 50.0		-	- -	• •	- - -	- - -	1 4.3 50.0	1 3.2 50.0	5.3 50.0	3.2 50.0	-	-	-	-	1 100.0 50.0	- - -
31-49	20 37.0 100.0		34.6	25.0 20.0	5 35.7 25.0		5 38.5 25.0	4 50.0 20.0	-	2 66.7 10.0	8 34.8 40.0	12 38.7 60.0	6 31.6 30.0	12 38.7 60.0	2 50.0 10.0		4 57.1 20.0	50.0 5.0	:	5 55.6 25.0
50+	15 27.8 100.0	8.3							2 100.0 13.3	1 33.3 6.7		10 32.3 66.7	4 21.1 26.7	9 29.0 60.0	50.0 13.3		- - -	- - -	- - -	2 22.2 13.3
Don't know	7 13.0 100.0	16.7		1 6.3 14.3	3 21.4 42.9	-	3 23.1 42.9	-	-	•	3 13.0 42.9	4 12.9 57.1	4 21.1 57.1	3 9.7 42.9	- - -	4 12.5 57.1	28.6 28.6		:	
Sigma	54 100.0 100.0	100.0	26 100.0 48.1					8 100.0 14.8	2 100.0 3.7	3 100.0 5.6		31 100.0 57.4	19 100.0 3 5.2	31 100.0 57.4	4 100.0 7.4		7 100.0 13.0	2 100.0 3.7	1 100.0 1.9	9 100.0 16.7
Mean Base	47	10	22	15	11	8	10	8	2	3	20	27	15	28	4	28	5	1	1	9
Mean	35.49	36.30	35.59	34.80	31.73	29.13	46.20	20.75	50.00	45.33	31.75	38.26	33.60	34.93	46.50	36.43	35.20	32.00	11.00	36.11
Standard Deviation INT	17.69	15.92	18.22	19.14	17.65	20.77	7.13	16.01	0.00	4.16	18.84	16.61	19.58	17.64	5.26	18.89	16.77	•	-	17.32
CONFIDENTIAL UnderProtective Order INPD 011282 NPD Custom Research					Proj	ect Y4	VX007-	1 - 1	GENERAL	_ CIGAR	ATTITU	JDE ANE) USAGI	Ξ						

Table 32 Q.6b-1 SEC.B What Is The Ring Gauge Of The Cigar?

														=====	======	-=====	-======	=====
	SMOKING	TENURE		NG FRE					US	SE				TRADI			REST- AURANT	
	2	======	1 00	=====	=====		IGAR B			IONAL				-TION		CON-	/CIGAR	
TATAT	YEARS	11 OR	1 OR	2-3	4+			TOFTEN						-AL		VENI-	•	
PRE-	OR 3-10		PER	PER	•			ARTURO		OUCTS		OF SMO		TOB-		ENCE/		
MUM		S YEARS		WEEK	WEEK	NUDO		FUENTE			18-34						-	MAIL
====	: ===== ====	= =====	=====	=====	=====	=====	=====	=====	====	=====	=====	=====))* =====	SHOP	OUTLET	=====	EVENI	ORDER
Base: Primary Brand Is "Other" 54 Size 100.0	12 2 100.0 100.							3 100.0	23	31 100 0	19	31	4		7	2	1	9
	22.2 48.			14.8												3.7	100.0 1.9	16.7
Standard Error 2.58	5.03 3.8	9 4.94	5.32	7.34	2.25	5.66	0.00	2.40	4.21	3.20	5.05	3.33	2,63	3.57	7.50	_	_	5 77

Table 33 Q.6b-2 SEC.B What Is The Length Of The Cigar?

			CING TE		(NOI	NG FREG N-SEASO	ONAL)		IGAR BI			SE TIONAL				TRADI		DRUG/ GRO- CERY/ CON-	REST- AURANT /CIGAR	=====
	PRE-	YEARS OR		11 OR MORE	PER	2-3 PER	4+ PER	MACA-	PART-	OFTEN ARTURO	=====	UCTS	=====	OF SMC	=====	-AL TOB- ACCO	ACCO	DIS-	SPORT CLUB/	MAIL
																			EVENT	
Base: Primary Brand Is "Oth Size	100.0	12 100.0 22.2				8 100.0 14.8					23 100.0 42.6				4 100.0 7.4		7 100.0 13.0	2 100.0 3.7	1 100.0 1.9	9 100.0 16.7
3-4	1 1.9 100.0	-	1 3.8 100.0	- - -	-	1 12.5 100.0	-	- - -	-	-	1 4.3 100.0	- - -	5.3 100.0	-	-	1 3.1 100.0		- -	- - -	- - -
5	7 13.0 100.0	25.0	11.5	6.3 14.3				1 12.5 14.3	-	2 66.7 28.6	2 8.7 28.6			3 9.7 42.9	1 25.0 14.3		1 14.3 14.3	-	- - -	- -
6	18 33.3 100.0	33.3						3 37.5 16.7	-	-	9 39.1 50.0	9 29.0 50.0			2 50.0 11.1		2 28.6 11.1	1 50.0 5.6	1 100.0 5.6	2 22.2 11.1
7	12 22.2 100.0	8.3					3 23.1 25.0	1 12.5 8.3	-	1 33.3 8.3	5 21.7 41.7				-		1 14.3 8.3	-	-	4 44.4 33.3
8+	10 18.5 100.0	16.7							2 100.0 20.0		3 13.0 30.0			6 19.4 60.0	-	6 18.8 60.0	1 14.3 10.0		-	2 22.2 20.0
Don't know	11.1 100.0	16.7	15.4	- - -		12.5	-	1 12.5 16.7	-	- - -	3 13.0 50.0	3 9.7 50.0	3 15.8 50.0	2 6.5 33.3	1 25.0 16.7		2 28.6 33.3	-	-	1 11.1 16.7
Sigma		12 100.0 22.2	100.0	100.0	100.0	100.0	100.0		2 100.0 3.7	100.0	23 100.0 42.6			31 100.0 57.4	4 100.0 7.4		7 100.0 13.0	2 100.0 3.7	1 100.0 1.9	9 100.0 16.7
Mean Base INPD	CONFI	10	22	16	11	7	13	7	2	3	20	28	16	29	3	29	5	2	1	8
UnderProtective Order INPD 011284 NPD Custom Research	CONFIDENTIAL				Proj	ect Y4	VX007-	1 - (GENERA	L CIGAR	ATTITU	JDE ANI) USAG							

STORE PURCHASE CIGARS

Table 33 Q.6b-2 SEC.B What Is The Length Of The Cigar?

																•	AT N	MOST O		,
		SMO	KING T	ENURE		NG FRE		c	IGAR B	DAND	US	SE FIONAL				TRADI		-	AURANT	:====
	TOTAL	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK	ED MOS	T OFTEN	TOB/ PROD	ACCO DUCTS		OF SM		-TION -AL TOB- ACCO	TOB-	VENI-	SPORT	MAIL
	MIUM =====	LESS		YEARS		WEEK	WEEK	NUDO	AGAS	FUENTE		NO =====		35-54 =====		SHOP			EVENT	ORDER
Base: Primary Brand Is "Other" Size	100.0	12 100.0 22.2	100.0	100.0	100.0			100.0	100.0	100.0		31 100.0 57.4				32 100.0 59.3	7 100.0 13.0	2 100.0 3.7		9 100.0 16.7
Mean	9.85	10.10	10.64	8.63	6.91	11.00	11.69	10.14	9.00	5.67	7.70	11.39	10.19	10.10	5.67	9.62	7.20	7.50	6.00	15.00
Standard Deviation	10.23	11.74	11.45	7.67	1.87	13.83	12.20	9.72	1.41	1.15	5.96	12.30	10.79	10.54	0.58	10.12	2.77	2.12		15.52
Standard Error	1.48	3.71	2.44	1.92	0.56	5.23	3.38	3.67	1.00	0.67	1.33	2.32	2.70	1.96	0.33	1.88	1.24	1.50	-	5.49

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Table 34
Q.7 SEC.B Which Of the Following Would You Be More Likely To Do
If Your Primary Brand And Size Weren't Available?

			KING TI		(NOI	NG FREG N-SEASG	ONAL)		IGAR BE	RAND COFTEN	US ADD I 1 TOBA	IONAL				TRADI -TION	2 2 2 2 2 2 2	DRUG/ GRO- CERY/ CON-	REST- AURANT /CIGAR	
	TOTAL PRE- MIUM	YEARS OR LESS	YEARS	MORE YEARS	LESS PER WEEK	PER WEEK	4+ PER WEEK	MACA-	PART-	ARTURO FUENTE	PROD ======	OUCTS ====== NO	18-34	35-54	55+	ACCO	TOB- ACCO OUTLET	DIS-	SPORT CLUB/	
Base: Smoke A Particular Size Most Often	313 100.0	69 100.0	150	94 100.0	76 100.0	42 100.0	51	57 100.0	12 100.0	25 100.0	104 100.0	209 100.0	133 100.0	150	29	180 100.0	44 100.0 14.1	20 100.0 6.4	3 100.0 1.0	100.0
Buy primary brand in a different size	114 36.4 100.0		57 38.0 50.0			12 28.6 10.5	19.6		4 33.3 3.5	9 36.0 7.9	40 38.5 35.1		59 44.4 51.8		10 34.5 8.8	76 42.2 66.7	13 29.5 11.4	5 25.0 4.4	-	12 26.7 10.5
Buy a different brand in the same size			56 37.3 45.5		21 27.6 17.1			27 47.4 22.0	8 66.7 6.5	12 48.0 9.8		86 41.1 69.9			11 37.9 8.9	70 38.9 56.9	17 38.6 13.8	9 45.0 7.3	2 66.7 1.6	37.8
Try to find primary brand and size at a different store	34 10.9 100.0		19 12.7 55.9				8 15.7 23.5		-		12 11.5 35.3	22 10.5 64.7	12 9.0 35.3		3 10.3 8.8	14 7.8 41.2	6 13.6 17.6		1 33.3 2.9	6 13.3 17.6
Try to order it	14 4.5 100.0		4.7					-	-	- - -	3 2.9 21.4	11 5.3 78.6	3 2.3 21.4		2 6.9 14.3	5 2.8 35.7	2 4.5 14.3	- - -	- -	4 8.9 28.6
Not make a purchase	15 4.8 100.0				3.9 20.0	- - -	2 3.9 13.3	1 1.8 6.7	-	- - -	5 4.8 33.3	10 4.8 66.7	5 3.8 33.3	9 6.0 60.0	1 3.4 6.7	8 4.4 53.3	3 6.8 20.0	-	-	4 8.9 26.7
Don't know	13 4.2 100.0				5 6.6 38.5	1 2.4 7.7	3 5.9 23.1	1 1.8 7.7	-	-	7 6.7 53.8	6 2.9 46.2	6 4.5 46.2	5 3.3 38.5	2 6.9 15.4	7 3.9 53.8	3 6.8 23.1	1 5.0 7.7	-	2 4.4 15.4
Sigma			150 100.0 47.9						12 100.0 3.8	25 100.0 8.0		209 100.0 66.8			29 100.0 9.3		44 100.0 14.1	20 100.0 6.4		45 100.0 14.4

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Research
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Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE

Table 35
Q.8a SEC.B Were You Smoking Your Primary Brand Most Often A Year Ago?

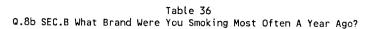
	TOTAL PRE- MIUM =====	2 YEARS OR	3-10		(NON ====== 1 OR LESS PER	NG FREG N-SEAS(====== 2-3 PER WEEK =====	ONAL)	SMOKE =====: MACA-	PART-	RAND FOFTEN EEEEEE ARTURO FUENTE	TOBA PROD	TIONAL ACCO OUCTS	=====	OF SMC ====== 35-54 =====	=====	ACCO	TOB- ACCO OUTLET	CON- VENI- ENCE/	AURANT /CIGAR BAR/ SPORT CLUB/	MAIL ORDER
Base: Total Respondents		100.0		121 100.0 29.7			100.0	100.0		100.0	100.0	100.0		195 100.0 47.8				27 100.0 6.6		52 100.0 12.7
Yes	313 76.7 100.0	60.4	147 79.0 47.0	105 86.8 33.5	83 79.0 26.5		71.7	86.3	11 68.8 3.5						89.2		48 80.0 15.3	24 88.9 7.7	4 66.7 1.3	
No	90 22.1 100.0	39.6		13 10.7 14.4			25.0	13.8			29 20.1 32.2		49 28.2 54.4	37 19.0 41.1	3 8.1 3.3	24.0			1 16.7 1.1	10 19.2 11.1
Don't know	5 1.2 100.0		2 1.1 40.0	3 2.5 60.0	- - -	- - -	2 3.3 40.0	-	-	-			2 1.1 40.0	2 1.0 40.0	1 2.7 20.0		1 1.7 20.0	1 3.7 20.0	1 16.7 20.0	
Sigma		100.0		121 100.0 29.7			100.0	100.0			100.0	100.0		195 100.0 47.8				27 100.0 6.6		52 100.0 12.7

Table 36 Q.8b SEC.B What Brand Were You Smoking Most Often A Year Ago?

																=====	======	=====	======	=====
			KING T	ENURE	(NO	NG FRE	ONAL)	ر	IGAR BI	ZAND	US ADD I	SE FIONAL				TRADI		CERY/	REST- AURANT /CIGAR	
	TOTAL PRE-	2	3-10	11 OR MORE	1 OR	2-3 PER	4+ PER	SMOK	ED MOS	OFTEN	TOB/ PROD	ACCO DUCTS		OF SMO		-AL TOB-	TOB- ACCO	VENI-	-	MAIL
	MIUM =====						WEEK			FUENTE		NO		35-54 =====	55+ =====		OUTLET			
Base: Was Not/Don't Know If Smoking Primary Brand A Year Ago	95 100.0 100.0		100.0	100.0		100.0	17 100.0 17.9			7 100.0 7.4	100.0		51 100.0 53.7	39 100.0 41.1	4 100.0 4.2			100.0	2 100.0 2.1	10 100.0 10.5
Domestic Brands (Net)	11 11.6 100.0		23.1	-	1 4.5 9.1			9.1 9.1	- - -	-	6 20.0 54.5	5 7.7 45.5	8 15.7 72.7			6 10.5 54.5	-	2 66.7 18.2		- -
Backwoods Smokes	1 1.1 100.0		1 2.6 100.0	-	-	- -	-	-	-	- - -	- -	1 1.5 100.0	1 2.0 100.0	- -	- -	-		33.3 100.0	- -	- - -
El Producto	1 1.1 100.0		1 2.6 100.0	-	-		- - -		-	-	1 3.3 100.0	- -	-	1 2.6 100.0	-	-	-	- - -		
Garcia y Vega/Whiffs	1 1.1 100.0		1 2.6 100.0		 -	-	1 5.9 100.0	- - -	-	- - -	-	1 1.5 100.0	1 2.0 100.0		-	-		1 33.3 100.0		- - -
Phillies	3.2 100.0	2.5		-	-	25.0 66.7	5.9	-	- - -		3 10.0 100.0		3 5.9 100.0	-	-	3 5.3 100.0	-	- - -	-	- - -
Swisher/Sweets	4.2 100.0	2.5		• -	1 4.5 25.0		1 5.9 25.0	1 9.1 25.0		-	1 3.3 25.0	3 4.6 75.0	3.9 50.0	5.1		3.5 50.0	•	-	-	- -
Tampa Nuggets	1 1.1 100.0		1 2.6 100.0	, -		1 12.5 100.0		-	-	- - -	3.3 100.0		1 2.0 100.0		-	1 1.8 100.0		-	- - -	:

Table 36
Q.8b SEC.B What Brand Were You Smoking Most Often A Year Ago?

																=====	======	=====	======	=====
		SMOKING TENURE			(NO	N-SEAS					US					TRADI		CERY/	REST - AURANT	
	TOTAL PRE-	2		11 OR MORE	1 OR LESS	2-3 PER	4+	SMOKI	=====	OFTEN	TOB/ PROD	OUCTS	AGE	OF SMC	KER	-TION -AL TOB-	TOB-	VENI- ENCE/	SPORT	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOD	ACCO OUTLET	COLINT	CLUB/ EVENT	MAIL ORDER
Base: Was Not/Don't Know If Smoking Primary Brand A Year Ago	95 100.0 100.0	40 100.0 42.1		16 100.0 16.8	22 100.0 23.2	100.0		100.0	5 100.0 5.3	7 100.0 7.4	30 100.0 31.6	65 100.0 68.4	51 100.0 53.7	100.0		57 100.0 60.0	100.0			10 100.0 10.5
<u>Premium Brands (Net)</u>	47 49.5 100.0	20 50.0 42.6		9 56.3 19.1				2 18.2 4.3	4 80.0 8.5	6 85.7 12.8	13 43.3 27.7	34 52.3 72.3	25 49.0 53.2	20 51.3 42.6	2 50.0 4.3		6 50.0 12.8	- - -	2 100.0 4.3	60.0
Arturo Fuente	2 2.1 100.0		5.1 100.0		1 4.5 50.0			-	- - -	-	1 3.3 50.0	1 1.5 50.0	- -	2 5.1 100.0		1 1.8 50.0	1 8.3 50.0	- -	-	•
Astral	1 1.1 100.0		1 2.6 100.0	-		- - -	1 5.9 100.0	-	-	1 14.3 100.0		1 1.5 100.0	1 2.0 100.0	- - -	- - -	1 1.8 100.0	- - -	-	-	- - -
C.A.O	1 1.1 100.0		- - -	-	1 4.5 100.0	- - -	-	-	- - -	- -	-	1 1.5 100.0	1 2.0 100.0	- - -	- -	1 1.8 100.0	- - -	- - -	-	- -
Cohiba	1 1.1 100.0		-		1 4.5 100.0	-	-		-	1 14.3 100.0	- - -	1 1.5 100.0	1 2.0 100.0	-	• •	1 1.8 100.0		-	- - -	
Credo	2 2.1 100.0	2 5.0 100.0	-	- - -	-	-	1 5.9 50.0	- - -	-	-	1 3.3 50.0	1 1.5 50.0	3.9 100.0	-	-	2 3.5 100.0	-	-	-	-
Cruz Real	1 1.1 100.0	1 2.5 100.0	-	- -	• •		:	-	-		3.3 100.0		1 2.0 100.0	- -	-		-	-		1 10.0 100.0



																=====		=====	======	=====
			KING TI		(NO	NG FRE	DNAL)		TCAD D	DAND	US					TRADI		CERY/	REST- AURANT	
	TOTAL	2 YEARS			1 OR			SMOK		T OFTEN	TOBA					-TION -AL		VENI-		
	PRE-	OR		11 OR MORE	PER	2-3 PER	4+ PER	MACA-	PART-	ARTURO	=====		=====		=====		TOB- ACCO	DIS-	SPORT CLUB/	MAIL
	MIUM =====	LESS	YEARS	=====	=====	WEEK	WEEK	NUDU =====		FUENTE		NO		35-54			OUTLET		EVENT	ORDER =====
Base: Was Not/Don't Know If Smoking Primary Brand A Year Ago	95 100.0 100.0		39 100.0 41.1	100.0		100.0	17 100.0 17.9		5 100.0 5.3	100.0			51 100.0 53.7	39 100.0 41.1	4 100.0 4.2		12 100.0 12.6	3 100.0 3.2		10 100.0 10.5
Cuesta Rey	1 1.1 100.0		1 2.6 100.0	-	-	- - -	- - -	- - -	-	-	-	1 1.5 100.0	1 2.0 100.0	-	-	- - -	8.3 100.0	- - -	-	- -
Davidoff	3 3.2 100.0	1 2.5 33.3		-	1 4.5 33.3	-	-	-	1 20.0 33.3	14.3	1 3.3 33.3	2 3.1 66.7	-	2 5.1 66.7	1 25.0 33.3	3 5.3 100.0	- - -	- -	-	-
Don Diego	2 2.1 100.0	1 2.5 50.0		-	1 4.5 50.0	- - -	- -	- - -	1 20.0 50.0	-	1 3.3 50.0	1 1.5 50.0	1 2.0 50.0	1 2.6 50.0	-	2 3.5 100.0		- - -	-	- - -
Don Tomas	1 1.1 100.0	-	1 2.6 100.0		1 4.5 100.0	- - -	- - -	- - -	-	- -	-	1 1.5 100.0	1 2.0 100.0	-	· .	-	1 8.3 100.0	- -	- - -	- - -
Dunhill	2 2.1 100.0	2.5 50.0	- - -	1 6.3 50.0	9.1 100.0		-	-	-	1 14.3 50.0	- - -	2 3.1 100.0	3.9 100.0	-	-	1 1.8 50.0	1 8.3 50.0	-	- - -	- -
Factory Favorite	1 1.1 100.0		- -	6.3 100.0	-		-	- - -	- - -	- - -	3.3 100.0	-	-	1 2.6 100.0	- -	-		-	<u>.</u> -	1 10.0 100.0
Fuente	2 2.1 100.0	1 2.5 50.0	- -	1 6.3 50.0	- - -	- - -	-	-	- - -	-	-	3.1 100.0	1 2.0 50.0	- - -	1 25.0 50.0	1 1.8 50.0	- - -		- - -	- - -

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Table 36
Q.8b SEC.B What Brand Were You Smoking Most Often A Year Ago?

	PRE- MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	(NO 1 OR LESS PER	NG FREON-SEASO	ONAL)	SMOKI	PART- AGAS	T OFTEN ====== ARTURO FUENTE	TOBA PROD ====== YES	TIONAL ACCO DUCTS	18-34	35-54			TOB- ACCO OUTLET	CON- VENI- ENCE/ DIS-	AURANT /CIGAR BAR/ SPORT CLUB/	MAIL ORDER
Base: Was Not/Don't Know If Smoking Primary Brand A Year Ago			100.0	16 100.0 16.8		100.0			5 100.0 5.3	7 100.0 7.4	30 100.0 31.6	65 100.0 68.4	51 100.0 53.7		4 100.0 4.2		12 100.0 12.6	3 100.0 3.2	2 100.0 2.1	
H. Upmann	1 1.1 100.0		1 2.6 100.0		- -	-	1 5.9 100.0	•	-	- - -		1 1.5 100.0		1 2.6 100.0		1 1.8 100.0	- - -	-	-	-
Hoyo de Monterrey	2 2.1 100.0	1 2.5 50.0	2.6 50.0		-	- - -	1 5.9 50.0	9.1 50.0	- - -	- - -	-	2 3.1 100.0	1 2.0 50.0		•	2 3.5 100.0	- - -	-	-	- - -
J.R. Ultimate	2 2.1 100.0	-	5.1 100.0	- -		- - -	1 5.9 50.0	9.1 50.0	- - -	-		2 3.1 100.0	1 2.0 50.0	1 2.6 50.0	- - -		- - -	-	1 50.0 50.0	1 10.0 50.0
Joya de Nicaragua	1 1.1 100.0	- - -	1 2.6 100.0	-	-	- -	-	- -	1 20.0 100.0	- -	-	1 1.5 100.0	-	1 2.6 100.0	-	1 1.8 100.0	- - -	-	-	
La Gloria Cubana	2 2.1 100.0	• •	2 5.1 100.0	- - -	- - -	- - -	-	-	• •	-	- -	2 3.1 100.0	1 2.0 50.0	1 2.6 50.0	-	2 3.5 100.0		-	-	- - -
Macanudo	9 9.5 100.0	7.5 33.3	2 5.1 22.2	4 25.0 44.4	5 22.7 55.6	- - -	1 5.9 11.1	-	- - -	2 28.6 22.2	6 20.0 66.7	3 4.6 33.3	5 9.8 55.6		-	7 12.3 77.8	1 8.3 11.1	-	1 50.0 11.1	- - -
Onyx	1 1.1 100.0	1 2.5 100.0	- - -	-	-	1 12.5 100.0	-	- - -		- - -	-	1 1.5 100.0	1 2.0 100.0	-	-	-	1 8.3 100.0	-	- -	- -

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Table 36
Q.8b SEC.B What Brand Were You Smoking Most Often A Year Ago?

																		1031 01		
			CING TE	ENURE	(NON)	IG FREG I-SEASC	DNAL)	CI	GAR BE	RAND	US					TRADI	:======	DRUG/ GRO- CERY/		
	TOTAL			11 OR		2-3	4+	SMOKE	D MOST	OFTEN		UCTS		OF SMO			TOB-	VENI- ENCE/	SPORT	
	PRE- MIUM			MORE YEARS	WEEK	PER WEEK		NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET	COUNT	CLUB/ EVENT	MAIL ORDER =====
Base: Was Not/Don't Know If Smoking Primary Brand A Year Ago	95 100.0 100.0			16 100.0 16.8			17 100.0 17.9				30 100.0 31.6						12 100.0 12.6		2 100.0 2.1	10 100.0 10.5
Punch	2 2.1 100.0		2.6		- -	- - -	- - -	- - -	- -	-	- - -	3.1 100.0	3.9 100.0	-	-	1 1.8 50.0	-	-	-	
Puros Indios	1 1.1 100.0	1 2.5 100.0	- - -	- - -		-	- - -	-	-	-	-	1 1.5 100.0	-	1 2.6 100.0	-	-	- - -	-		1 10.0 100.0
Royal Jamaica	1 1.1 100.0		- - -	1 6.3 100.0		1 12.5 100.0		-	-	-	-	1 1.5 100.0	-	1 2.6 100.0	-	-	-	- - -	- - -	-
Upmann	5.3 100.0	10.0	-	6.3 20.0		-	1 5.9 20.0	- - -	1 20.0 20.0		1 3.3 20.0			7.7 60.0	- -	4 7.0 80.0		-	- - -	1 10.0 20.0
Other	12.6 12.6 100.0	15.0	12.8	6.3			2 11.8 16.7		-	-	4 13.3 33.3			2 5.1 16.7	25.0 8.3				- - -	-
Don't know/No Others	25 26.3 100.0	30.0	17.9				29.4		20.0				17.6				16.7	33.3		4 40.0 16.0
Sigma		100.0	100.0	7 16 7 100.0 1 16.8	100.0	100.0	100.0		100.0	100.0	30 100.0 31.6	100.0	100.0				100.0	100.0	100.0	100.0

Table 37
Q.8c SEC.B Why Don't You Smoke That Brand Most Often Anymore?

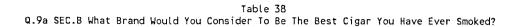
																=====	======	=====:	======	=====	
					CHOKE													DRUG/			
		CHO	VINO T			NG FRE													REST-		
			KING T			N-SEAS		_			US					TRADI		-	AURANT		
			=====	=====		=====	=====	_	IGAR BI			TIONAL				-TION			/CIGAR		
	TOTAL	2		44 00	1 OR					TOFTEN						-AL		VENI-			
		YEARS			LESS					======		DUCTS		OF SM			TOB-	ENCE/			
	PRE-			MORE		PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====:	=====	ACCO	ACCO			MAIL	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER	
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	
Base: Was Not Smoking Primary	95	40	39	16	22	8	17	11	5	7	30	65	51	39	4	57	12	7	2	10	
Brand A Year Ago	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100 0	100 0	100 0	100.0	100 0	100.0	
	100.0	42.1	41.1	16.8	23.2	8.4	17.9	11.6	5.3	7.4	31.6	68.4	53.7	41.1	4.2	60.0	12.6	3.2		10.5	
B																				.015	
Price too high	12	_		2	4	1	1		1	1	5	7		8		8	1	-	-	2	
		15.0							20.0		16.7							-	-	20.0	
	100.0	50.0	33.3	16.7	33.3	8.3	8.3	-	8.3	8.3	41.7	58.3	25.0	66.7	8.3	66.7	8.3	-	-	16.7	
Difficult to find	10	7	5	2	2	_	2	2	1		-	-	-	,		_				_	
o		7.5						18.2			5 16.7		5	40.7	. DE 0	5 8.8	_	•	-	2	
	100.0			20.0				20.0			50.0							-		20.0	
	100.0	30.0	50.0	20.0	20.0		20.0	20.0	10.0		50.0	50.0	50.0	40.0	10.0	50.0	30.0	•	-	20.0	
Prefer current brand/Like	37	17	16	4	8	4	6	5	1	2	9	28	23	13	1	27	3	_	-	3	
current brand better	38.9	42.5	41.0	25.0	36.4	50.0	35.3	45.5	20.0	28.6	30.0	43.1	45.1	33.3	25.0	47.4	25.0	-	-	30.0	
	100.0							13.5			24.3					73.0		-	-	8.1	
Other	22	,	42	,		-	-			_	_			_			_		_	_	
other	22			25 0	40.3	2 2				1	8		14	8		11	2	1	2	_	
		15.0	30.0	25.0	10.2	25.0	29.4	30.4	20.0	14.3						19.3		33.3		20.0	
	100.0	27.3	34.3	10.2	10.2	9.1	22.1	18.2	4.5	4.5	36.4	63.6	63.6	36.4	-	50.0	9.1	4.5	9.1	9.1	
Don't know	14	8	2	4	4	1	3	-	1	3	3	11	6	6	1	6	3	2	-	1	
	14.7	20.0	5.1	25.0	18.2	12.5				42.9								66.7	-	10.0	
	100.0			28.6			21.4		7.1		21.4					42.9		14.3		7.1	
													•	,		,					
Sigma	95		39	16	22	8	17		5				51	39	4	57	12	3	2	10	
										100.0									100.0	100.0	
	100.0	42.1	41.1	16.8	23.2	8.4	17.9	11.6	5.3	7.4	31.6	68.4	53.7	41.1	4.2	60.0	12.6	3.2	2.1	10.5	

Table 38 Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

																=====	-=====	=====	======	=====
			CING TE			NG FREG	ONAL)	C	IGAR BE	RAND	US ADD I 1	SE FIONAL				TRADI		CERY/	REST- AURANT /CIGAR	
	TOTAL PRE- MIUM	OR LESS	YEARS	YEARS	PER WEEK		4+ PER WEEK	SMOKE =====: MACA- NUDO	ED MOST PART- AGAS	OFTEN ARTURO FUENTE	TOBA PROD ===== YES	ACCO DUCTS ===== NO	18-34	35-54	55+	-AL TOB- ACCO	TOB- ACCO OUTLET	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0				105 100.0 25.7		100.0	80 100.0	16 100.0	28 100.0 6.9	144 100.0	264 100.0	174 100.0	195 100.0	37	233	60	27 100.0 6.6	6 100.0	52 100.0
Domestic Brands (Net)	4 1.0 100.0	-	3 1.6 75.0	0.8 25.0			3.3 50.0	2.5 50.0	- - -	- - -	2 1.4 50.0		3 1.7 75.0		-	0.4 25.0	-	2 7.4 50.0	-	1 1.9 25.0
Avanti	0.2 100.0	-	0.5 100.0	-	1 1.0 100.0		-	1 1.3 100.0		- - -	-	0.4 100.0	0.6 100.0	-	-	0.4 100.0	-		- -	- -
Garcia y Vega/Whiffs	0.2 100.0	-	0.5 100.0	-	-	-	1 1.7 100.0	-	-	- - -	- - -	0.4 100.0	0.6 100.0	-	- - -	-	- - -	1 3.7 100.0		-
Hav-a-Tampa/Jewels	1 0.2 100.0		- - -	0.8 100.0		-	-	1 1.3 100.0		-	0.7 100.0	-	-	0.5 100.0	-	-	-	1 3.7 100.0	-	- -
Winchester	1 0.2 100.0		0.5 100.0		-	-	1 1.7 100.0	-	-	-	0.7 100.0		0.6 100.0		-	- - -	- -	- -	-	1 1.9 100.0
Premium Brands (Net)	275 67.4 100.0		72.6		66.7	68.0	66.7		87.5		54.9	74.2				171 73.4 62.2		55.6	66.7	67.3
Arturo Fuente	24 5.9 100.0	5.0	8.1	3.3			6.7		3 18.8 12.5	35.7	4.9		9 5.2 37.5	7.7	- - -	19 8.2 79.2	3.3	-	- -	1 1.9 4.2

Table 38
Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

																		1031 01		
																=====				
																		DRUG/		
						IG FRE												GRO-		
			CING T		-	N-SEAS	-				US					TRADI			AURANT	
			=====	=====	=====	=====	=====		IGAR BE			TIONAL				-TION		CON-	/CIGAR	
		2			1 OR			SMOKE	ED MOST	OFTEN	TOBA	/CCO				-AL		VENI-	BAR/	
	TOTAL	YEARS		11 OR	LESS	2-3	4+	=====	=====	=====	PROD	OUCTS	AGE	OF SMC	OKER	TOB-	TOB-	ENCE/	SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	======	=====	ACCO	ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Bassa Tabal Bassassiants		404	407	424	405		40	00	• .	20	4.,,	244	47/	405		077				
Base: Total Respondents	408	101	186	121	105	50	60	80	16	28	144	264	174		37	233	60	27	6	52
	100.0								100.0					100.0				100.0		100.0
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
Ashton	6	1	3	2	2	-	1	2	-	-	3	3	5	1	-	4	1	-	-	1
	1.5	1.0	1.6	1.7	1.9	-	1.7		-	-	2.1	1.1	2.9	0.5	-	1.7	1.7	-	-	1.9
	100.0	16.7	50.0	33.3	33.3	-	16.7	33.3	-	-	50.0	50.0	83.3	16.7	-	66.7	16.7	-	-	16.7
Astral	1		1		-	1	_			-	-	1	1			1			-	-
7,021 41	0.2	_	0.5		_	2.0	-	-	_	-	-	0.4	0.6	_		0.4	_	-	_	
	100.0	_	100.0	_	-	100.0	_	_	_	-	_	100.0		-	_	100.0	-	_	-	_
	100.0		100.0			100.0						100.0	100.0			100.0				
Avo	2	•	1	1	=	1	-	-	-	-	-	2	1	1	-	1	-	-	-	1
	0.5	-	0.5		-		-	-	•	-	-	0.8	0.6		-	• • •	-	-	-	1.9
	100.0	•	50.0	50.0	-	50.0	-	-	-	-	-	100.0	50.0	50.0	-	50.0	-	•	-	50.0
Baccarat	2	-	1	1	-	-	-	-	-	-	1	1	1	1	-	2	-	-	-	-
	0.5	-	0.5		-	-	-	-	-	-	0.7	0.4	0.6		-	0.9	-	-	-	•
	100.0	-	50.0	50.0	-	-	-	~	-	-	50.0	50.0	50.0	50.0	-	100.0	-	-	-	-
Bances	2	_	1	1	1	_	1	-	-	_		2	1	_	1	1	1		-	_
	0.5	-	0.5	0.8	1.0	_	1.7		-	-	-	0.8	0.6	_	2.7	0.4	1.7	-	-	-
	100.0	-	50.0		50.0	-	_ : : : :		•	-	-	100.0	50.0	-	50.0		50.0		-	•
Danima (Danima)	4		1									1	1		•		1			
Bering (Premium)	1	•	•	-	-	•	-	-	-	•	-	0.4	0.6	-	-	-	1.7	-	•	•
	0.2		0.5		-	-	•	-	•	-	-				-	•			•	•
	100.0	-	100.0	•	-	-	-	-	-	•	-	100.0	100.0	-	-	-	100.0	-	-	•
Butera Royal	1	1	-	-	-		-	-	-	-	-	1	1	-	-	1	-	-	-	-
·	0.2	1.0	-	-	-	-	-	-	-	-	-	0.4	0.6	•	-	0.4	-	-	•	-
	100.0	100.0	-	-	-	-	-	-	-	-	-	100.0	100.0	-	-	100.0	-	-	-	•



																=====		=====:	======	=====
			CING TE	NURE	(NON)	IG FREG	NAL)	c	IGAR BF	RAND	US ADD I 1	SE FIONAL				TRADI -TION		CERY/	REST- AURANT /CIGAR	
	PRE-	2 YEARS OR LESS	3-10 YEARS	11 OR MORE	PER	2-3 PER WEEK		MACA-	PART-	OFTEN ARTURO FUENTE	=====	OUCTS	=====	OF SMC	=====	ACCO	TOB- ACCO OUTLET	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408	101 100.0	186 100.0	121	105	50 100.0	60 100.0	80 100.0	16 100.0	28 100.0	144 100.0	264 100.0	174 100.0	195 100.0	37	233		27	6	25222
C.A.O	100.0 1 0.2 100.0	-	45.6 1 0.5 100.0	29.7 - -	25.7 - -	12.3	14.7	19.6	3.9 - -	6.9 - -	1 0.7		42.6 1 0.6	-	9.1 - -	1 0.4	14.7 - -	6.6 - -	1.5	12.7 - -
Cabanas	1	1		-	-	1 2.0 100.0		1 1.3 100.0	-	-	100.0	0.4 100.0	100.0	-	-	100.0 1 0.4 100.0	-	-	-	-
Cohiba	35 8.6 100.0	10 9.9	5.9		4 3.8 11.4	5 10.0	12 20.0	8 10.0		4 14.3 11.4	6	29 11.0 82.9	14 8.0	17 8.7 48.6	4	23 9.9	3 5.0 8.6	7.4	-	6 11.5 17.1
Cuba Aliados	5 1.2 100.0	-	3 1.6 60.0					1 1.3 20.0	-	1 3.6 20.0	3 2.1 60.0	0.8 40.0	-	4 2.1 80.0	1 2.7 20.0		1 1.7 20.0	- • •		- - -
Cubita	1 0.2 100.0	1 1.0 100.0	-	-	1 1.0 100.0	- - -	- - -	1 1.3 100.0	-	-	0.7 100.0		0.6 100.0		- -	-	1 1.7 100.0	-	-	- -
Cuesta Rey	1 0.2 100.0		-	0.8 100.0	-	-	-	-	-	- - -	- - -	0.4 100.0		0.5 100.0		0.4 100.0	-	-	- -	- - -
Davidoff	6 1.5 100.0	1.0		3 2.5 50.0	3 2.9 50.0		-	1 1.3 16.7	- - -	• -	2 1.4 33.3	4 1.5 66.7	1 0.6 16.7	2.1 66.7	1 2.7 16.7		- - -	1 3.7 16.7	-	-

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Table 38 Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

																=====	======	=====	======	=====
	TOTAL	2	KING T	_	(NO:	NG FREON-SEASO	ONAL)	SMOK		RAND COFTEN	TOB	TIONAL	AGE	OF SM	OKER	TRADI -TION -AL TOB-	TOB-	CERY/ CON- VENI-	REST- AURANT /CIGAR BAR/ SPORT	
	PRE- MIUM =====		3-10 YEARS				PER WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	===== 55+	ACCO SHOP	ACCO OUTLET	DIS- COUNT	CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0		186 100.0 45.6	100.0		50 100.0 12.3	100.0	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7		100.0	37	233 100.0	60	27	100.0	100.0
Don Diego	4 1.0 100.0	1 1.0 25.0		1 0.8 25.0	-	-	1 1.7 25.0	- - -	-	- - -	1 0.7 25.0	3 1.1 75.0	3 1.7 75.0	1 0.5 25.0	- -	0.9 50.0	3.3	• • •	-	
Don Lino	1 0.2 100.0	- - -	0.5 100.0	- -	•	- - -	- - -	1 1.3 100.0	-	- - -	-	0.4 100.0	- - -	0.5 100.0	-	0.4 100.0	-	-	-	
Don Tomas	4 1.0 100.0	- - -	3 1.6 75.0	1 0.8 25.0	-	1 2.0 25.0	-	-	1 6.3 25.0	- -	3 2.1 75.0	0.4 25.0	2 1.1 50.0	2 1.0 50.0	-		1.7	-	-	
Dunhill	5 1.2 100.0		5 2.7 100.0	-	3.8 80.0	-	-	1 1.3 20.0	- -	-		5 1.9 100.0	2.3 80.0	1 0.5 20.0	-	4 1.7 80.0		-	-	•
El Rey del Mundo	2 0.5 100.0	2.0 100.0		-	-	-	1 1.7 50.0	-	-	- - -	-	2 0.8 100.0	1 0.6 50.0	1 0.5 50.0	-	0.4 50.0	-	- -	-	• •
El Sublimado	1 0.2 100.0	- - -	-	0.8 100.0	1 1.0 100.0	- - -	-	-		- - -	0.7 100.0	-	-	0.5 100.0	- - -	0.4 100.0	-	- - -	- -	
Fonesca	1 0.2 100.0	-	0.5 100.0		-	-	1 1.7 100.0	-	-	-	-	1 0.4 100.0	-	1 0.5 100.0	-	-			-	1 1.9 100.0

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Table 38
Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

	TOTAL PRE-	2		11 OR	(NON ====== 1 OR	IG FREG I-SEASC ====== 2-3 PER	ONAL) ======	SMOKE		RAND I OFTEN ====== ARTURO	TOB/ PROD	TIONAL ACCO DUCTS		OF SMC		TRADI -TION -AL TOB-	TOB-	DRUG/ GRO- CERY/ CON- VENI- ENCE/	REST- AURANT /CIGAR BAR/	MAIL
	MIUM		YEARS	YEARS		WEEK	WEEK			FUENTE	YES	NO		35-54 =====		SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Respondents			186 100.0 45.6	121 100.0 29.7					16 100.0 3.9	28 100.0 6.9		264 100.0 64.7			37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Fuente	14 3.4 100.0	2.0 14.3		3 2.5 21.4	1 1.0 7.1			-	-	1 3.6 7.1	3 2.1 21.4	11 4.2 78.6	5 2.9 35.7	7 3.6 50.0	2 5.4 14.3	4.7	1 1.7 7.1	- - -	1 16.7 7.1	- - -
H. Upmann	4 1.0 100.0	1 1.0 25.0	3 1.6 75.0	-	,	- - -	- - -		-	7.1 50.0	0.7 25.0		3 1.7 75.0		• •	0.9 50.0		-	- - -	-
Habana Gold	3 0.7 100.0	-	0.5 33.3					1 1.3 33.3	-	-	0.7 33.3		0.6 33.3			0.4 33.3		-	- - -	- -
Henry Clay	0.2 100.0		0.5 100.0	-	1 1.0 100.0		-	-	-	-	0.7 100.0		0.6 100.0	-	-	-	1 1.7 100.0		-	- - -
Hoyo de Monterrey	4 1.0 100.0	-	3 1.6 75.0	0.8		1 2.0 25.0				-	0.7 25.0		3 1.7 75.0	0.5		3 1.3 75.0		-	1 16.7 25.0	-
Joya de Nicaragua	1 0.2 100.0	1 1.0 100.0	-	- -	1 1.0 100.0		-	-	-	- - -	- - -	0.4 100.0			- -	- -	- -	-	- - -	-
La Gloria Cubana	3 0.7 100.0	-	0.5 33.3		-	- - -	1 1.7 33.3		- -	-	- - -	3 1.1 100.0	0.6 33.3		-	0.4	. •	- - -	- - -	3.8 66.7

Table 38
Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

																=====	======		======	=====
			KING TI		(NO	NG FRE	ONAL)	<u>ر</u>	IGAR BI	DAND		SE				TRADI		CERY/	REST- AURANT	
	TOTAL PRE-	2 YEARS OR		11 OR	1 OR	2-3 PER	4+ PER	SMOK	ED MOS	T OFTEN	TOB/ PRO	DUCTS	AGE	OF SMC	OKER	-TION -AL TOB-	TOB-	VENI- ENCE/	SPORT	
	MIUM =====		YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-5/	554	CHUD	ACCO OUTLET	DIS- COUNT	CHENT	MAIL ORDER =====
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Licenciados	1 0.2 100.0	-	-	0.8 100.0	-	1 2.0 100.0	-	-	-	-	-	1 0.4 100.0	-	1		1 0.4 100.0	-	-	-	-
Macanudo	41 10.0 100.0	12 11.9 29.3	19 10.2 46.3	10 8.3 24.4	11 10.5 26.8	4 8.0 9.8	2 3.3 4.9	28 35.0 68.3	1 6.3 2.4	1 3.6 2.4	15 10.4 36.6	26 9.8 63.4	17 9.8 41.5	21 10.8 51.2	3 8.1 7.3	21 9.0 51.2	6 10.0 14.6	4 14.8 9.8	1 16.7 2.4	5 9.6 12.2
Montecristo	19 4.7 100.0	4.0 21.1	5.9 57.9	3.3 21.1	5 4.8 26.3	-	2 3.3 10.5	4 5.0 21.1	- - -	1 3.6 5.3	2.8 21.1	15 5.7 78.9	8 4.6 42.1	11 5.6 57.9	-	13 5.6 68.4	1 1.7 5.3	7.4 10.5	- - -	2 3.8 10.5
Nat Sherman	2 0.5 100.0	1 1.0 50.0	-	1 0.8 50.0	-	1 2.0 50.0	- - -	- - -	-	- - -	-	2 0.8 100.0	-	2 1.0 100.0	-	1 0.4 50.0	-	- - -	-	-
Onyx	0.5 100.0	1 1.0 50.0	-	1 0.8 50.0	1 1.0 50.0	1 2.0 50.0	-	1 1.3 50.0	- -	- - -		2 0.8 100.0	1 0.6 50.0	1 0.5 50.0	-	0.9 100.0	-	-	-	• •
0pus	2 0.5 100.0	-	2 1.1 100.0	- -	-	- - -	-	1 1.3 50.0	-	- - -	1 0.7 50.0	1 0.4 50.0	1 0.6 50.0	1 0.5 50.0	-		-	- -	-	1 1.9 50.0
Ornelas	1 0.2 100.0	1 1.0 100.0	-	- - -	•	- -	1 1.7 100.0	-	-	:	-	0.4 100.0	0.6 100.0	- - -	- -	0.4 100.0	-	-	-	

Table 38 Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND			US ADD 1 1	SE TIONAL		 TR -1				CON-	AURANT /CIGAR	
	TOTAL PRE- MIUM	OR LESS	YEARS		PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA- NUDO	PART- AGAS	OFTEN CONTRO FUENTE CONTRO CONTRO	YES	OUCTS NO	18-34	35-54	=====	-AL TOB- ACCO SHOP		DIS- COUNT	BAR/ SPORT CLUB/ EVENT	
Base: Total Respondents	408 100.0 100.0			100.0		50 100.0 12.3		80 100.0 19.6	16 100.0 3.9			264 100.0 64.7				233 100.0 57.1	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Padron	0.5 100.0	-	1.1 100.0	-	1 1.0 50.0		1 1.7 50.0		:	- -	-	0.8 100.0	1 0.6 50.0	•	- - -	-	-	-		1 1.9 50.0
Partagas	13 3.2 100.0		1.1			6.0	3 5.0 23.1			1 3.6 7.7			2.3 30.8	6 3.1 46.2	3 8.1 23.1	7 3.0 53.8		3.7		5.8 23.1
Paul Garmirian	0.2 100.0		0.5 100.0	-	1 1.0 100.0		-	- - -	- - -	- - -	- - -	0.4 100.0	0.6 100.0	- - -	-	0.4 100.0		-	- -	- - -
Pleiades	2 0.5 100.0	1.0			- - -	-	- - -	-	- - -	-	1.4 100.0	-	1.1 100.0	- - -	-	0.9 100.0	-	-	- - -	- - -
Punch	8 2.0 100.0	5.0	1.6	, -	2.9 37.5	2.0				- - -	2 1.4 25.0	2.3	2.3			2.1 62.5	-	- - -	- - -	3.8 25.0
Puros Indios	1 0.2 100.0	1 1.0 100.0		 		 	-	- -	-	- - -	- -	0.4 100.0		0.5 100.0	•	- - -	- - -	- - -	•	· 1.9 · 100.0
Romeo y Julieta	15 3.7 100.0	1.0	10 5.4 66.7	3.3				2.5			2.1 20.0	4.5	2.9		2.7		1.7		, .	5.8 20.0

Table 38 Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

			KING TI		(NO	N-SEAS		: C	IGAR B ED MOS	RAND T OFTEN	US TI DDA	IONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
	PRE- MIUM	LESS	3-10 YEARS	MORE YEARS	PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-	PART-	ARTURO	PROD	OUCTS	18-3/	35-54	55±	TOB- ACCO	TOB- ACCO OUTLET	DIS-	SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408	101 100.0	186	121 100.0	105	50 100.0	60 100.0	80 100.0	16 100.0		144	264 100.0	174 100.0	195 100.0	37 100.0	233	60	27 100.0	6 100.0	52 100.0
Royal Jamaica	7 1.7 100.0	1.0	4 2.2 57.1	2 1.7 28.6	1.9	2.0		-	-	- •	5 3.5 71.4	2 0.8 28.6	4 2.3 57.1	3 1.5 42.9	-	4 1.7 57.1	1 1.7 14.3		-	1.9 1.3
Sancho Panza	0.2 100.0	1 1.0 100.0	-	- -	1 1.0 100.0		-	-	-	- -	0.7 100.0	-	0.6 100.0	- -	-	0.4 100.0	-	- - -	-	-
Santiago/Santa Cubano	0.2 100.0		-	-	1 1.0 100.0	-	-	-		1 3.6 100.0	-	1 0.4 100.0	0.6 100.0	•	-	0.4 100.0	-	-	-	
Te-Amo	2 0.5 100.0	-	0.5 50.0	0.8 50.0		-	-	- - -	-	- - -		2 0.8 100.0	1 0.6 50.0	1 0.5 50.0	-	2 0.9 100.0	-	-	-	-
Thompson	2 0.5 100.0	-	1.1 100.0		1 1.0 50.0		- -	- -	-	- - -	1 0.7 50.0	1 0.4 50.0	-	1 0.5 50.0	1 2.7 50.0	-	-	1 3.7 50.0	-	1.9 50.0
Tobacco Place	1 0.2 100.0	-	-	0.8 100.0	- - -	- - -	1 1.7 100.0		- -	- -	-	1 0.4 100.0	-	-	1 2.7 100.0	-	- -	1 3.7 100.0	- - -	- - -
Troya	1 0.2 100.0	-	1 0.5 100.0	-	-	-		1 1.3 100.0	- - -	-	-	1 0.4 100.0	0.6 100.0	- -	-	0.4 100.0	-	-	-	-
CONFIDENTIAL UnderProtective Order INPD 011301 Research Research RPD Custom					Ргој€	ect Y 4\	√x007- [.]	1 - (GENERAI	. CIGAR	ATTITU	DE AND) USAGE							

Table 38
Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

																	,,,,,	.001 01		
																=====	======	=====	======	=====
																		DRUG/		
					SMOKIN	IG FREC	DUENCY											GRO-	REST-	
		SMOK	CING TI	ENURE	(NON)	I-SEASO	ONAL)				US	SE				TRADI		CERY/	AURANT	
		=====	=====	=====	=====	=====		C	IGAR BI	RAND	ADDII	TIONAL				-TION		CON-	/CIGAR	
		2			1 OR			SMOKE	ED MOS	OFTEN	TOBA	ACCO				-AL		VENI-	BAR/	
	TOTAL	YEARS		11 OR	LESS	2-3	4+	=====	=====	======	PRO	DUCTS	AGE	OF SMC	OKER	TOB-	TOB-	ENCE/	SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	======	=====	ACCO	ACCO	DIS-	CLUB/	MAIL
	MIUM			YEARS		WEEK	WEEK	NUDO		FUENTE	YES	NO	18-34				OUTLET	COUNT	EVENT	ORDER
	=====	=====		=====				=====	=====	=====			=====		=====		=====	====	=====	=====
Base: Total Respondents	408	101	186	. — .	105	50	60			28	144		174	195	37	233	60	27	6	
				100.0														100.0		100.0
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
Upmann	12	1	5	6	6	1	1	1	_	-	3	0	5	4	3	7	1	_	1	3
оршаги	2.9	1.0	2.7			2.0	1.7	1.3	_	_	2.1	3.4	2.9	2.1	8.1		1.7	-	16.7	5.8
	100.0			50.0		8.3					25.0		41.7			58.3			8.3	
	100.0	0.5	41.1	50.0	50.0	0.5	0.5	0.5			23.0	73.0	41.7	33.3	23.0	50.5	0.5		0.5	23.0
Veracruz	1	-	1	-	-	-	-	-	-	-	1		-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.7	•	-	0.5	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	•
										-			0.5	٠,	-	٠,		-	_	,
Other	64				19	6				3				34	47.5	34	. –			_
	15.7											14.0		17.4		14.6				11.5
	100.0	28.1	39.1	32.8	29.7	9.4	20.3	6.3	-	4.7	42.2	57.8	39.1	53.1	7.8	53.1	18.8	7.8	3.1	9.4
Don't know/No Others	65	21	23	21	15	10	5	12	2	3	36	29	25	28	11	27	16	5		10
bon t know, no others	15.9						-		12.5			11.0	_		29.7	11.6				19.2
	100.0															41.5				15.4
	100.0	22.3	27.4	52.5				.0.5	5.,					.5.1	,		21.0			
Sigma	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	' 6	52
• • • • • • • • • • • • • • • • • • •	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7

Table 39
Q.9b SEC.B Was The Best Cigar You Have Ever Smoked Made In Cuba?

																=====	==== = :	=====	======	=====
																		DRUG/		
						NG FRE												GRO-	REST-	
		SMOI	KING T			N-SEAS	-				U	SE				TRADI		CERY/	AURANT	
		=====	=====	=====	=====	=====	=====	C.	IGAR BI	RAND	ADDI	TIONAL				-TION		-	/CIGAR	
		2			1 OR			SMOK	ED MOS	TOFTEN	TOB	ACCO				-AL		VENI-	•	
	TOTAL	YEARS		11 OR	LESS	2-3	4+	=====	=====	======		DUCTS	AGE	OF SM	YED	_	TOB-		SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER			ARTURO							ACCO			
	MIUM	LESS	YEARS				WEEK	NIIDO	ACAS	FUENTE	VEC	NO	10 7/	7E E/		ACCO				MAIL
	=====	=====	=====	=====	=====					======						SHUP	OUTLET	COUNT	EVENT	ORDER
													=====	====	=====	=====	=====	=====	======	=====
Base: Have A Brand You Would	343	80	163	100	90	/0	EE	/0	47	25	400									
Consider To Be The Best Cigar							55	68	14	25	108	235	149	167	26	206	44	22	6	42
Ever Smoked		200.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LVCI SHOKED	100.0	23.3	47.5	29.2	26.2	11.7	16.0	19.8	4.1	7.3	31.5	68.5	43.4	48.7	7.6	60.1	12.8	6.4	1.7	12.2
Yes	424	٠.																		
Tes	121	26	55	40					9	6	39	82	51	63	7	78	12	10	2	13
	35.3	32.5	33.7	40.0	31.1	32.5	36.4	33.8	64.3	24.0	36.1	34.9	34.2	37.7	26.9	37.9	27.3	45.5	33.3	31.0
	100.0	21.5	45.5	33.1	23.1	10.7	16.5	19.0	7.4	5.0	32.2	67.8	42.1	52.1	5.8	64.5	9.9			10.7
No	197		101	47			34	38	5	18	60	137	86	94	16	112	29	10	3	26
	57.4	61.3	62.0	47.0	58.9	67.5	61.8	55.9	35.7	72.0	55.6	58 3	57 7	56 3	61 5	54.4	45 0	45.5	_	61.9
	100.0	24.9	51.3	23.9	26.9	13.7	17.3	19.3	2.5	9.1	30.5	69.5	43.7	47.7	9 1	56.9		5.1		
								.,,5		/• /	30.3	07.5	43.1	47.7	0.1	30.9	14.7	3.1	1.5	13.2
Don't know	25	5	7	13	9	-	1	7	-	1	9	14	12	10	7	4/	-	_		-
	7.3	43	/ 3	13.0			1 0	10.3	_	, ,		16	12	10	3	_16	3		1	
	100.0			52.0							8.3				11.5					7.1
	100.0	20.0	20.0	52.0	30.0	-	4.0	28.0	-	4.0	36.0	64.0	48.0	40.0	12.0	64.0	12.0	8.0	4.0	12.0
Sigma	343	80	163	100	00	/0			4,	25	400									
• · J					90		55	68	14	25			149	167	26		44	22	6	42
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								100.0	100.0	100.0	100.0
	100.0	25.5	47.5	29.2	26.2	11.7	16.0	19.8	4.1	7.3	31.5	68.5	43.4	48.7	7.6	60.1	12.8	6.4	1.7	12.2

Table 40 Q.9c SEC.B Primary Reason You Don't Smoke This Brand Most Often

																	A1 13	031 01	1514	
																=====	======	=====	======	:=====
																		DRUG/		
					CHOKIA	10 PDF6	HENCY											GRO-	PEST-	
						IG FREG						_				TOADI				
		SMOK	CING TE	NURE	(NON)	I-SEASC	DNAL)				US					TRADI			AURANT	
		=====	=====	=====	=====	======	=====	C1	GAR BE	RAND	ADDIT	IONAL				-TION			/CIGAR	
		2			1 OR			SMOKE	D MOST	OFTEN	TOBA	CCO				-AL		VENI-	BAR/	
	TOTAL	VEADO		11 OR	IFSS	2-3	4+	=====	=====	======	PROD	UCTS	AGE	OF SMO	KFR	TOB-	TOB-	ENCE/	SPORT	
			7 40	MORE			•			ARTURO							ACCO	-		MAIL
	PRE-	•				PER														
			YEARS							FUENTE	YES			35-54			OUTLET	COONT	EVENI	ORDER
	=====	=====	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base Book Cione Very House Even	236	54	106	76	59	24	45	40	12	15	77	159	91	123	21	134	31	16	3	37
Base: Best Cigar You Have Ever									. –								100.0		100 0	100.0
Smoked Is Not Your Primary		100.0																		15.7
Brand	100.0	22.9	44.9	32.2	25.0	10.2	19.1	16.9	5.1	6.4	32.6	67.4	38.6	52.1	8.9	20.0	13.1	6.8	1.3	15.7
High maines	85	20	38	27	19	10	18	13	3	4	23	62	29	42	14	41	15	5	1	18
High prices														34.1				31.3	33 3	48.6
		37.0					40.0			20.7	27.7	77.0	7/ 1	/0 /	14 5	/0.0	17.6			21.2
	100.0	23.5	44.7	31.8	22.4	11.8	21.2	15.3	3.5	4.7	27.1	12.9	34.1	49.4	10.5	40.2	17.0	3.9	1.2	21.2
Lack of availability	104	26	46	32	27	12	17	22	6	10	36	68	44	56	3	68	12	6	2	11
Luck of availability	44.1					50.0	37.8	55.0	50.0	66.7	46.8	42.8	48.4	45.5	14.3	50.7	38.7	37.5	66.7	29.7
							14 7	21.2	5.8		34.6			53.8			11.5	5.8	1.9	10.6
	100.0	25.0	44.2	30.0	20.0	11.5	10.3	21.2	٥.٥	7.0	34.0	05.4	42.5	33.0	••,	03.4		3.0		,,,,
Some other reason	34	4	17	13	11	1	4	5	2		14	20			3					6
	14.4	7.4	16.0	17.1	18.6	4.2	8.9	12.5	16.7	-	18.2	12.6	14.3	14.6	14.3	14.9	6.5	25.0	-	16.2
	100.0		50.0			2 0	11.8	14.7	5.9		41.2	58.8	38.2	52.9	8.8	58.8	5.9	11.8	-	17.6
	100.0	11.0	50.0	30.2	36.4	۲.,	11.0		3.7		****									
Don't know	13		5	4	2	1	6		1	1	4	9	5	7	1	5	2	1	-	2
DOIL C KHOW	5.5		-	,	3.4		13.3		8.3	6.7	5.2		5.5	5.7	4.8	3.7	6.5	6.3	-	5.4
														53.8						15.4
	100.0	30.8	38.5	30.8	15.4	7.7	46.2	-	7.7	1.1	30.8	09.2	30.5	55.0	1.1	ر. د د	13.4			13.4
Sigma	236	54	106	76	59	24	45	40	12	15	77	159	91	123	21	134	31	16	3	37
3 i ginu		100.0								100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	400.0	22.9		777	75.0	100.0	10 1	16 0	5 1					52.1		56.8				15.7
	111111	1 // 9	44.4	3/./	23.U	10.2		10.7	·	0.4	JE.0	01.4	JU.U		٠.,	20.0				

Table 41 Q.10a SEC.B What Percent Of Cigars Would You Say You Purchase Individually?

																		MO21 0		
																=====	======	DRUG/	======	=====
			KING T		(NO	NG FRE	ONAL)	C	IGAR BI	DAND		SE TANKA				TRADI		GRO- CERY/	REST- AURANT	
	PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOKI	ED MOST	T OFTEN	TOB/ PROI	OUCTS	=====		=====			VENI- ENCE/ DIS-	SPORT CLUB/	
		=====	=====	=====	=====	WEEK	WEEK			FUENTE		NO =====	18-34	35-54 =====	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Respondents	408 100.0 100.0			121 100.0 29.7		50 100.0 12.3		80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	100.0	195 100.0 47.8		233 100.0 57.1	60 100.0 14.7			52 100.0 12.7
0 percent	53 13.0 100.0	9.9	17 9.1 32.1	26 21.5 49.1	5.7			3 3.8 5.7	2 12.5 3.8	1 3.6 1.9	18 12.5 34.0	35 13.3 66.0		29 14.9 54.7	16 43.2 30.2	14 6.0 26.4	11 18.3 20.8	6 22.2 11.3	-	17 32.7 32.1
1-5 percent	35 8.6 100.0	6 5.9 17.1		13 10.7 37.1	4 3.8 11.4			2 2.5 5.7	-	-	14 9.7 40.0	21 8.0 60.0	14 8.0 40.0	17 8.7 48.6	4 10.8 11.4	12 5.2 34.3	4 6.7 11.4	-		15 28.8 42.9
6-10 percent	24 5.9 100.0	•	10 5.4 41.7	14 11.6 58.3	3 2.9 12.5		4 6.7 16.7		-	3 10.7 12.5	8 5.6 33.3	16 6.1 66.7	2 1.1 8.3		4 10.8 16.7	14 6.0 58.3		5 18.5 20.8	- - -	5 9.6 20.8
11-20 percent	11 2.7 100.0	2.0 18.2	6 3.2 54.5	3 2.5 27.3	- - -		•	2 2.5 18.2	2 12.5 18.2	1 3.6 9.1	2 1.4 18.2	9 3.4 81.8	6 3.4 54.5	5 2.6 45.5	-	4 1.7 36.4	3 5.0 27.3	-	- - -	4 7.7 36.4
21-30 percent	21 5.1 100.0	4 4.0 19.0	12 6.5 57.1	5 4.1 23.8	3 2.9 14.3	4 8.0 19.0	3 5.0 14.3	1 1.3 4.8	1 6.3 4.8	7.1 9.5	7 4.9 33.3	14 5.3 66.7	11 6.3 52.4	9 4.6 42.9	1 2.7 4.8	8 3.4 38.1	4 6.7 19.0	4 14.8 19.0	- - -	4 7.7 19.0
31-40 percent	7 1.7 100.0	2 2.0 28.6	3 1.6 42.9	2 1.7 28.6	3 2.9 42.9	-	1 1.7 14.3	3 3.8 42.9		1 3.6 14.3	2 1.4 28.6	5 1.9 71.4	3 1.7 42.9	4 2.1 57.1	- -	3 1.3 42.9	-	1 3.7 14.3	-	2 3.8 28.6
41-50 percent	27 6.6 100.0	6 5.9 22.2	11 5.9 40.7	10 8.3 37. 0	7 6.7 25.9	2 4.0 7.4	2 3.3 7.4	7 8.8 25.9	2 12.5 7.4	1 3.6 3.7	11 7.6 40.7	16 6.1 59.3	10 5.7 37.0	15 7.7 55.6	2 5.4 7.4	17 7.3 63.0	4 6.7 14.8	2 7.4 7.4	-	3 5.8 11.1

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Table 41 Q.10a SEC.B What Percent Of Cigars Would You Say You Purchase Individually?

	TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	(NON ====== 1 OR LESS PER	2-3 PER	ONAL) 4+ PER	SMOKE ===== MACA-	PART -	OFTEN E===== ARTURO	=====	IONAL CCO UCTS	=====		OKER	ACCO	TOB- ACCO	CON- VENI- ENCE/ DIS-	AURANT /CIGAR BAR/ SPORT CLUB/	MAIL
				YEARS		MEEK				FUENTE			18-34 =====				OUTLET			ORDER
Base: Total Respondents	408 100.0 100.0		186 100.0 45.6					80 100.0 19.6	16 100.0 3.9	28 100.0 6.9					37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
51-60 percent	5 1.2 100.0	2 2.0 40.0	0.5 20.0	2 1.7 40.0	2 1.9 40.0	1 2.0 20.0	1 1.7 20.0	- - -	-	-	0.7 20.0	4 1.5 80.0	3 1.7 60.0	-	2 5.4 40.0	5 2.1 100.0	:	- - -	- - -	- - -
61-70 percent	6 1.5 100.0	1 1.0 16.7	4 2.2 66.7	1 0.8 16.7		4.0 33.3	1 1.7 16.7	2 2.5 33.3	1 6.3 16.7	1 3.6 16.7	1 0.7 16.7	5 1.9 83.3	2.3 66.7	2 1.0 33.3	-	5 2.1 83.3	1 1.7 16.7	- - -	-	- - -
71-80 percent	31 7.6 100.0			7 5.8 22.6	9.5	4 8.0 12.9	1 1.7 3.2		, - -	3 10.7 9.7	10 6.9 32.3	21 8.0 67.7	16 9.2 51.6	14 7.2 45.2	1 2.7 3.2		7 11.7 22.6	3.7	-	-
81-90 percent	23 5.6 100.0		14 7.5 60.9			2 4.0 8.7	3.3		2 12.5 8.7	4 14.3 17.4	9 6.3 39.1	14 5.3 60.9	12 6.9 52.2	10 5.1 43.5	1 2.7 4.3			2 7.4 8.7	-	-
91-99 percent	18 4.4 100.0	7.9	8 4.3 44.4	1.7		4 8.0 22.2		6 7.5 33.3	1 6.3 5.6	2 7.1 11.1	9 6.3 50.0	9 3.4 50.0	6 3.4 33.3	12 6.2 66.7	-	12 5.2 66.7	5.0	3.7		•
100 percent	147 36.0 100.0	54.5		24.0	48.6		15.0	42.5	5 31.3 3.4	9 32.1 6.1	52 36.1 35.4	95 36.0 64.6	80 46.0 54.4	60 30.8 40.8		45.9		18.5	4 66.7 2.7	3.8
Sigma	408 100.0 100.0	100.0		100.0	100.0		100.0	100.0		28 100.0 6.9		264 100.0 64.7				100.0	100.0	100.0	100.0	100.0
UnderProtective Orde INPD 011306 NPD Custom Research	408	101	186	121		50 ect Y4			16 GENERA	28 L CIGAR	144	264 UDE AN	174 D USAG	195 E	37	233	60	27	6	52
Order 06	<u>*</u>																			

Table 41 Q.10a SEC.B What Percent Of Cigars Would You Say You Purchase Individually?

																=====	======	=====	======	=====
		SMO	KING TI	ENURE		NG FRE					U	SE				TRADI			REST -	
	TOTAL PRE- MIUM	2 YEARS OR LESS	3-10	11 OR MORE YEARS	PER	2-3 PER WEEK	4+ PER WEEK	SMOK	=====	RAND T OFTEN ====== ARTURO FUENTE ======	TOB/ PRO				=====	ACCO	ACCO	VENI- ENCE/ DIS-	•	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7		100.0				174 100.0 42.6		37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0	52 100.0 12.7
Mean	59.87	73.47	62.33	44.74	76.84	67.18	26.32	75.55	63.44	69.46	60.80	59.37	71.72	55.35	28.49	71.34	59.08	42.41	82.83	14.02
Standard Deviation	41.39	38.33	39.68	41.99	33.82	38.79	38.58	33.17	38.67	35.81	41.66	41.31	36.17	42.16	39.47	37.05	41.50	40.27	39.65	22.43
Standard Error	2.05	3.81	2.91	3.82	3.30	5.49	4.98	3.71	9.67	6.77	3.47	2.54	2.74	3.02	6.49	2.43	5.36	7.75	16, 19	3.11

Table 42 Q.10b SEC.B What Percent Of Cigars Would You Say You Purchase By The Pack?

		2	(ING TI	=====	(NO ===== 1 OR		ONAL)		IGAR BI	RAND T OFTEN	TOBA	IONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
	PRE- MIUM	LESS	YEARS		PER WEEK			MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP		DIS- COUNT	EVENT	ORDER
Base: Total Respondents	408	101 100.0	186	121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16 100.0	28	144 100.0	264	174 100.0	195 100.0	37	233 100.0	60	27 100.0		52 100.0
0 percent	308 75.5 100.0	74.3	142 76.3 46.1			74.0	73.3				106 73.6 34.4	202 76.5 65.6	132 75.9 42.9			81.1			83.3	
1-5 percent	18 4.4 100.0	5.9	9 4.8 50.0		3.8	8.0		5.0	12.5	3.6	7 4.9 38.9	11 4.2 61.1	2.3 22.2		- -		3.3	3.7	•	
6-10 percent	24 5.9 100.0	4.0	4.8 37.5		2.9	6.0	6.7		12.5	3.6		14 5.3 58.3	10 5.7 41.7	6.7	1 2.7 4.2		6.7	7.4	-	3 5.8 12.5
11-20 percent	14 3.4 100.0	3.0	8 4.3 57.1	2.5	5.7	4.0	5.0	5.0	6.3	1 3.6 7.1	5 3.5 3 5.7	9 3.4 64.3	6 3.4 42.9		3 8.1 21.4	2.6	5.0	3.7	16.7	
21-30 percent	15 3.7 100.0	3.0		5.0	1.9	2.0		3.8 20.0	-	-	7 4.9 46.7	8 3.0 53.3	8 4.6 53.3	3.1	1 2.7 6.7		6.7	3.7	· -	5.0
31-40 percent	3 0.7 100.0	2.0	0.5	-	1.0 33.3	-	- - -	- - -	- - -	-	2 1.4 66.7	0.4 33.3	3 1.7 100.0	-	- - -	0.4 33.3	1.7	-	• •	•
41-50 percent	7 1.7 100.0	2.0	2.2	0.8			3.3	1.3	; -	1 3.6 14.3		4 1.5 57.1	3 1.7 42.9	2.1	-	4 1.7 57.1	1.7	3.7	-	- -
CONFIDENTIAL UnderProtective Order INPD 011308 ch esearch cc cc Res					Proj	iect Y4	vX007-	1 -	GENERA	L CIGAR	ATTIT	UDE AN	D USAG	E						

Table 42 Q.10b SEC.B What Percent Of Cigars Would You Say You Purchase By The Pack?

											=====	A I A :======	MUST 0							
			KING T	ENURE	(NO	N-SEAS			IGAR B	RAND T OFTEN		SE TIONAL ACCO				TRADI -TION -AL		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
	TOTAL PRE- MIUM	YEARS OR LESS		11 OR MORE YEARS	PER	2-3 PER WEEK	4+ PER WEEK	MACA-	PART-	ARTURO FUENTE	PRO	DUCTS	=====	OF SMC	=====	TOB- ACCO	TOB- ACCO	ENCE/ DIS-	SPORT CLUB/	MAIL
	=====	====	=====	=====	====	=====	=====	=====	=====	======	=====	=====	=====	=====	=====	=====	OUTLET	=====		ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6			50 100.0 12.3		80 100.0 19.6		28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6		37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
51-60 percent	1 0.2 100.0	-	-	0.8 100.0	- - -	- -	1 1.7 100.0	- - -	- - -	-	0.7 100.0	• •	-	1 0.5 100.0	-	-	- -	1 3.7 100.0	-	-
61-70 percent	0.2 100.0	1 1.0 100.0	:	-	1 1.0 100.0	- - -	- -	-	- -	-	- -	1 0.4 100.0	0.6 100.0	-	-			1 3.7 100.0	-	
71-80 percent	5 1.2 100.0	1 1.0 20.0	2.2 80.0	- - -	- - -	1 2.0 20.0	1 1.7 20.0	1 1.3 20.0	-	-		5 1.9 100.0	2 1.1 40.0	3 1.5 60.0	-		1 1.7 20.0	3 11.1 60.0	-	
81-90 percent	5 1.2 100.0	-	1 0.5 20.0	3.3 80.0	1 1.0 20.0	:	1 1.7 20.0	- - -	- - -	-	1 0.7 20.0	4 1.5 80.0	2 1.1 40.0	3 1.5 60.0	- -	3 1.3 60.0		7.4 40.0	- -	- -
91-99 percent	0.2 100.0	-	0.5 100.0	-	- - -	-	-	-	-		- - -	0.4 100.0	1 0.6 100.0	-	-	• - -	-	- -		
100 percent	6 1.5 100.0	4 4.0 66.7	1 0.5 16.7	1 0.8 16.7	1 1.0 16.7	-	2 3.3 33.3	-	-		2 1.4 33.3	4 1.5 66.7	2 1.1 33.3	4 2.1 66.7	-	0.9 33.3	3 5.0 50.0	1 3.7 16.7	- - -	- - -
Sigma	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7		50 100.0 12.3		80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Mean Base Unde T	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
CONFIDENTIAL UnderProtective Orde INPD 011309 Custom Research Research					Proje	ect Y4V	/ x007- 1	l - (GENERAL	. CIGAR	ATTITU	IDE AND	USAGE	:						
Ording Sopra									:"											



Table 42 Q.10b SEC.B What Percent Of Cigars Would You Say You Purchase By The Pack?

																=====	=======	:=====	:=====:	=====	
		SMOK	CING TE	ENURE		NG FREG		c	IGAR BI	RAND	US ADD I I	SE TIONAL				TRADI		CERY/	REST- AURANT /CIGAR		
	TOTAL			11 OR		2-3	4+	=====	=====	T OFTEN	TOB/ PROD	ACCO DUCTS	AGE	OF SMC	OKER	-AL TOB-	TOB-	VENI- ENCE/	BAR/		
	PRE- MIUM	OR LESS	3-10 YEARS	MORE YEARS		PER WEEK	PER WEEK	MACA- NUDO	PART-	FUENTE	YES	NO		35-54		ACCO SHOP	ACCO OUTLET			MAIL ORDER	
Base: Total Respondents	408 100.0 100.0			121 100.0 29.7	105 100.0 25.7		100.0		100.0		100.0	264 100.0 64.7		195 100.0 47.8				27 100.0 6.6		52 100.0 12.7	
Mean	7.57	9.11	6.84	7.40	5.30	5.90	10.43	4.57	3.00	3.04	6.74	8.02	8.10	8.17	2.30	4.98	11.10	27.96	3.33	3.29	
Standard Deviation	20.04	23.30	18.19	19.93	16.40	15.31	25.13	11.88	5.72	10.12	17.27	21.42	20.33	21.46	6.19	15.83	25.00	36.28	8.16	7.06	
Standard Error	0.99	2.32	1.33	1.81	1.60	2.17	3.24	1.33	1.43	1.91	1.44	1.32	1.54	1.54	1.02	1.04	3.23	6.98	3.33	0.98	

Table 43
Q.10c SEC.B What Percent Of Cigars Would You Say You Purchase By The Box?

	TOTAL PRE- MIUM =====	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	(NO. ===== 1 OR LESS PER WEEK	2-3 PER WEEK	ONAL) ===== 4+ PER WEEK	C SMOKI =====: MACA- NUDO	PART-	OFTEN ARTURO FUENTE	TOB/ PROD	TIONAL ACCO DUCTS	18-34	35-54	55±	ACCO	TOB- ACCO	CERY/ CON- VENI- ENCE/ DIS-	SPORT CLUB/	MAIL
Base: Total Respondents	408	101 100.0	186 100.0	121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16 100.0	28 100.0	144 100.0	264	174 100.0	195 100.0	37 100.0	233	60	27 100.0	6 100.0	52 100.0 12.7
0 percent	216 52.9 100.0	68 67.3 31.5		48 39.7 22.2	68 64.8 31.5	30 60.0 13.9		46 57.5 21.3		12 42.9 5.6	80 55.6 37.0	136 51.5 63.0	107 61.5 49.5	98 50.3 45.4	10 27.0 4.6	137 58.8 63.4	33 55.0 15.3	18 66.7 8.3		7 13.5 3.2
1-5 percent	15 3.7 100.0	5 5.0 33.3		3 2.5 20.0	5 4.8 33.3	1 2.0 6.7			2 12.5 13.3	1 3.6 6.7	5 3.5 33.3	10 3.8 66.7	6 3.4 40.0	8 4.1 53.3	1 2.7 6.7		2 3.3 13.3	- - -	1 16.7 6.7	
6-10 percent	22 5.4 100.0	5 5.0 22.7			6 5.7 27.3	2 4.0 9.1			1 6.3 4.5	5 17.9 22.7	6 4.2 27.3	16 6.1 72.7	12 6.9 54.5	9 4.6 40.9	1 2.7 4.5	14 6.0 63.6	5 8.3 22.7	-	-	1 1.9 4.5
11-20 percent	19 4.7 100.0	3.0 15.8	10 5.4 52.6	6 5.0 31.6	5 4.8 26.3	8.0 21.1	2 3.3 10.5		- - -	1 3.6 5.3	10 6.9 52.6	9 3.4 47.4	11 6.3 57.9	7 3.6 36.8	1 2.7 5.3	11 4.7 57.9	3 5.0 15.8	•	-	2 3.8 10.5
21-30 percent	21 5.1 100.0	4.0 19.0	11 5.9 52.4	6 5.0 28.6	3 2.9 14.3	1 2.0 4.8	4 6.7 19.0		-	1 3.6 4.8	6 4.2 28.6	15 5.7 71.4		9 4.6 42.9	3 8.1 14.3	9 3.9 42.9	5 8.3 23.8	3 11.1 14.3	-	3 5.8 14.3
31-40 percent	6 1.5 100.0	1 1.0 16.7	3 1.6 50.0	2 1.7 33.3	2 1.9 33.3	1 2.0 16.7	1 1.7 16.7		- -	-	3 2.1 50.0	3 1.1 50.0	2 1.1 33.3	3 1.5 50.0	1 2.7 16.7	0.9 33.3	1 1.7 16.7	-	-	3 5.8 50.0
41-50 percent	23 5.6 100.0	7 6.9 30.4	10 5.4 43.5	6 5.0 26.1	5 4.8 21.7	4 8.0 17.4		6 7.5 26.1	4 25.0 17.4	2 7.1 8.7	9 6.3 39.1	14 5.3 60.9	8 4.6 34.8	13 6.7 56.5	2 5.4 8.7	17 7.3 73.9	1 1.7 4.3	1 3.7 4.3		3 5.8 13.0



Table 43 Q.10c SEC.B What Percent Of Cigars Would You Say You Purchase By The Box?

		=====	CING TE	ENURE	(NON	IG FREQ I-SEASC	NAL)		GAR BE	RAND OFTEN	US ADDIT TOBA	IONAL				TRADI		-	AURANT /CIGAR	
	TOTAL		7 10	11 OR	LESS		4+ DED	=====	=====	ARTURO	PROD	UCTS		OF SMC		TOB-	TOB- ACCO	ENCE/	•	MATI
	PRE- MIUM =====	OR LESS	3-10 YEARS	YEARS	WEEK	PER WEEK	PER WEEK =====	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Respondents	408 100.0 100.0			100.0	105 100.0 25.7		60 100.0 14.7	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3			195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
51-60 percent	5 1.2 100.0	1 1.0 20.0	0.5 20.0		1 1.0 20.0	- - -	1 1.7 20.0		-	1 3.6 20.0	1.4 40.0	3 1.1 60.0	0.6 20.0	2 1.0 40.0	2 5.4 40.0	3 1.3 60.0	-	•	- - -	3.8 40.0
61-70 percent	5 1.2 100.0	- - -	0.5 20.0		1 1.0 20.0	- - -	1 1.7 20.0	- - -	- - -	- - -	-	5 1.9 100.0		2.1 80.0	- -	0.9 40.0		-	-	1 1.9 20.0
71-80 percent	21 5.1 100.0	2 2.0 9.5	6.5	5.8	1.0	3 6.0 14.3			1 6.3 4.8		5 3.5 23.8	16 6.1 76.2	8 4.6 38.1	11 5.6 52.4	2 5.4 9.5			-	1 16.7 4.8	
81-90 percent	16 3.9 100.0	1.0		5.8			6.7		-	7.1 12.5	3 2.1 18.8		1.1	6.2		3.0	-	2 7.4 12.5	-	7 13.5 43.8
91-99 percent	12 2.9 100.0	3.0	1.6	5.0	2.9	-	6.7 33.3		- -	-	8 5.6 66.7					1.7	1.7	· -	- - -	6 11.5 50.0
100 percent	27 6.6 100.0	1.0		3 14.0	3.8	4.0	20.0	2.5	6.3	-	7 4.9 25.9		1.7	7.2		3.9	8.3	11.1	-	6 11.5 22.2
Sigma	408 100.0 100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Under Pro INPI	408	3 101	1 186	5 12 ⁻	105	5 50	. 60	0 80	16	. 28	144	264	174	195	37	233	5 60) 27	' 6	52
UnderProtective Order INPD 011312 Mean Basse Research NPD Custom Research	DENTIA				Pro _.	ject Y ⁴	¥VX007∙	-1 -	GENER/	AL CIGAR	ATTIT	UDE AN	ID USAC	GΕ						

Table 43
Q.10c SEC.B What Percent Of Cigars Would You Say You Purchase By The Box?

STORE	PURCHASE	CIGARS
A1	MOST OF	TEN

																=====:		=====	=====	======
		SMO	KING TI	ENURE		NG FRE					U					TRADI			REST-	
					4 00	=====	=====		IGAR BI			TIONAL				-TION		CON-	/CIGAR	
	TOTAL	V=456			1 OR		_	SMOK	ED MOS	T OFTEN	TOB	ACCO				-AL		VENI-	BAR/	
	TOTAL			11 OR		2-3	4+	=====	=====	======	PRO	DUCTS	AGE	OF SMO	OKER	TOB-	TOB-	ENCE/	SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET		EVENT	ORDER
	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====
Base: Total Respondents	408 100.0	101 100.0	186 100.0	121 100.0	105 100.0	50 100_0	60 100.0	80 100 0	16 100.0			264 100.0	174	195	37	233		27	6	
	100.0	24.8	45.6			12.3							42.6			57.1	14.7	100.0		100.0 12.7
Mean	24.83	12.88	22.49	38.39	14.96	19.80	47.90	15.98	24.56	23.93	22.51	26.09	15.41	27.98	51.14	18.85	20.50	22.41	13.83	60.92
Standard Deviation	35.58	25.74	33.55	41.14	29.02	31.73	41.62	28.04	33. 52	31.84	34.27	36.28	27.51	37.30	42.57	31.13	33.16	37.73	31.50	35.94
Standard Error	1.76	2.56	2.46	3.74	2.83	4.49	5.37	3.13	8.38	6.02	2.86	2.23	2.09	2.67	7.00	2.04	4.28	7.26	12.86	4.98

Table 44 Q.10d SEC.B What Percent Of Cigars Would You Say You Purchase By The Bundle?

	TOTAL PRE- MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	ONAL) 4+ PER WEEK	SMOKE ====== MACA- NUDO	PART- AGAS	OFTEN E===== ARTURO FUENTE	PROD PROD TES	TONAL ACCO OUCTS ===== NO	18-34	35-54	0KER ===== 55+	ACCO SHOP	TOB- ACCO OUTLET	CON- VENI- ENCE/ DIS-	AURANT /CIGAR BAR/ SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408	101 100.0	186 100.0	100.0	105 100.0	50 100.0 12.3	60 100.0	80 100.0	16	28	144 100.0	264	174 100.0	195 100.0 47.8	37	233 100.0	60 100.0 14.7	27 100.0 6.6		100.0
0 percent	329 80.6 100.0	89 88.1 27.1	148 79.6 45.0	76.0	88.6	44 88.0 13.4			12 75.0 3.6	24 85.7 7.3	112 77.8 34.0	82.2			23 62.2 7.0				100.0	55.8
1-5 percent	14 3.4 100.0	3.0	4.3	2.5		2 4.0 14.3	5.0		1 6.3 7.1	7.1 14.3	6.3 64.3		6 3.4 42.9	6 3.1 42.9	2 5.4 14.3	10 4.3 71.4	3.3	-	- -	3.8 14.3
6-10 percent	7 1.7 100.0	2.0			1.9	-	1 1.7 14.3				3 2.1 42.9				-	7 3.0 100.0	· -	-	- - -	-
11-20 percent	13 3.2 100.0	2.0	2.2			-	3 5.0 23.1	2.5	-		2 1.4 15.4	4.2			3 8.1 23.1	3.0		-	- -	
21-30 percent	11 2.7 100.0			4.1	-	-	2 3.3 18.2	2.5	6.3			3.4	1.1	3.1		1.3	3.3	7.4		5.8 27.3
31-40 percent	3 0.7 100.0	1.0					3.3 66.7	-	- - -		3 2.1 100.0	-	2 1.1 66.7	-	1 2.7 33.3					1.9 33.3
41-50 percent	5 1.2 100.0	: -	2.7 2.7 100.0	-	-	1 2.0 20.0				- -	0.7 20.0					0.4 20.0			 	5.8 60.0

Table 44 Q.10d SEC.B What Percent Of Cigars Would You Say You Purchase By The Bundle?

																1 IA :======	1051 0			
	=	=====	CING TE		(NO)	NG FREG	ONAL)		IGAR BI			SE TIONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
TO PR	TAL Y E-		3-10		1 OR LESS PER	2-3 PER	4+ PER	=====	=====	OFTEN ====== ARTURO		DUCTS	AGE	OF SM	OKER	-AL TOB-	TOB-	-	SPORT	
MI	UM L	.ESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NΩ	18-34	35-54	554	CHUD	ACCO OUTLET	DIS- COUNT	CVENT	MAIL ORDER
Base: Total Respondents	408 0.0 1	101 00.0	186 100.0	121 100.0	105	50 100.0	60 100.0	80 100.0 19.6	16 100.0	28 100.0	144 100.0	264	174 100.0	195 100.0	37	233	60 100.0 14.7	27	6	52 100.0
	3 0.7 0.0	1 1.0 33.3	0.5 33.3	0.8 33.3	1 1.0 33.3	•	1 1.7 33.3	•	- - -	1 3.6 33.3	1 0.7 33.3	2 0.8 66.7	1 0.6 33.3	2 1.0 66.7	- - -	2 0.9 66.7	-	-	-	1 1.9 33.3
100	5 1.2 0.0	- -	3 1.6 60.0	2 1.7 40.0	- - -	-	1 1.7 20.0	1 1.3 20.0	-	- - -	1 0.7 20.0	4 1.5 80.0	2 1.1 40.0	2 1.0 40.0	1 2.7 20.0	1 0.4 20.0	3.3 40.0	- - -	-	2 3.8 40.0
100	7 1.7 0.0	-	3 1.6 42.9	3.3 57.1	-	1 2.0 14.3	4 6.7 57.1	-	• • •	- - -	2.8 57.1	3 1.1 42.9	0.6 14.3	5 2.6 71.4	1 2.7 14.3	3 1.3 42.9	1 1.7 14.3	2 7.4 28.6	-	1 1.9 14.3
100		1 1.0 50.0	0.5 50.0		-	-	1 1.7 50.0	1 1.3 50.0	-	- - -	1 0.7 50.0	1 0.4 50.0	0.6 50.0	1 0.5 50.0	-	1 0.4 50.0	-	1 3.7 50.0	- -	-
91-99 percent 100	4 1.0 0.0	-	3 1.6 75.0	0.8 25.0	1 1.0 25.0	-	3.3 50.0	-	-	- - -	1.4 50.0	0.8 50.0	2 1.1 50.0	1 0.5 25.0	2.7 25.0	2 0.9 50.0	-	-	-	2 3.8 50.0
100 percent 1 100		1 1.0 20.0	1.1 40.0	2 1.7 40.0	-	4.0 40.0	1 1.7 20.0	-	1 6.3 20.0	-	3 2.1 60.0	0.8 40.0	- - -	3 1.5 60.0	2 5.4 40.0	-	1 1.7 20.0	- - -	- - -	3 5.8 60.0
100	0.0 10	101 00.0 24.8	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
	80	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
CONFIDENTIAL UnderProtective Order INPD 011315 INPD 011315 Research CU NPD					Proje	ct Y4V	/x007-1	- G	ENERAL	CIGAR	ATTITU	DE AND	USAGE							
AL. S																				

Table 44
Q.10d SEC.B What Percent Of Cigars Would You Say You Purchase By The Bundle?

		DRUG/
	SMOKING FREQUENCY	GRO- REST-
	SMOKING TENURE (NON-SEASONAL) USE	TRADI CERY/ AURANT
	======================================	-TION CON- /CIGAR
	2 1 OR SMOKED MOST OFTEN TOBACCO	-AL VENI- BAR/
	TOTAL YEARS 11 OR LESS 2-3 4+ ========== PRODUCTS AGE OF SMOKE	·
	PRE- OR 3-10 MORE PER PER PER MACA- PART- ARTURO ===============================	11000 11000 010 0200, 11111
	MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 5	55+ SHOP OUTLET COUNT EVENT ORDER
	===== ===== ===== ===== ===== ===== ====	:=== ===== ===== ===== ======
Base: Total Respondents	408 101 186 121 105 50 60 80 16 28 144 264 174 195	37 233 60 27 6 52
	100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0	0.0 100.0 100.0 100.0 100.0 100.0
•	100.0 24.8 45.6 29.7 25.7 12.3 14.7 19.6 3.9 6.9 35.3 64.7 42.6 47.8	9.1 57.1 14.7 6.6 1.5 12.7
Mean	7.72 3.72 8.75 9.47 2.82 6.72 17.68 3.91 8.88 3.57 9.29 6.86 4.97 8.49 17	7.00 4.75 8.08 10.93 0.00 21.77
Standard Deviation	21.32 15.05 22.94 22.88 12.27 23.25 30.79 14.27 25.49 12.46 24.50 19.36 16.96 22.30 30	0.71 16.18 21.59 26.06 0.00 32.98
Standard Error	1.06 1.50 1.68 2.08 1.20 3.29 3.98 1.60 6.37 2.36 2.04 1.19 1.29 1.60 5	5.05 1.06 2.79 5.01 0.00 4.57

Table 45 Q.11a SEC.B How Much Do You Pay Per Cigar For The Brands You Regularly Buy?

																=====	======	=====	======	=====
			KING T		(NO	NG FRE N-SEAS	ONAL)					SE				TRADI			REST- AURANT	
	TOTAL PRE-	2 YEARS OR			1 OR LESS		4+ PER	SMOK	=====	RAND TOFTEN ====== ARTURO	TOB/ PROI	DUCTS	AGE	OF SM	OKER	-TION -AL TOB-	TOB-	VENI- ENCE/	SPORT	
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-3/	35-5/	554	CHOD	ACCO OUTLET	COLUT	CLUB/ EVENT	MAIL ORDER
Base: Purchase Cigars Individually At Least 1% Of The Time	355 100.0 100.0	91 100.0 25.6	169 100.0 47.6	95 100.0 26.8	99 100.0 27.9	45 100.0 12.7	35 100.0 9.9	77 100.0 21.7	14 100.0 3.9		100.0	229 100.0 64.5	167 100.0 47.0		21 100.0 5.9	100.0		100.0	6 100.0 1.7	100.0
Less Than \$1.00	8 2.3 100.0	- - -	4 2.4 50.0				4 11.4 50.0	2 2.6 25.0			4 3.2 50.0	4 1.7 50.0	3 1.8 37.5	3 1.8 37.5	2 9.5 25.0		1 2.0 12.5		1 16.7 12.5	
\$1.00-\$1.99	19 5.4 100.0	3.3 15.8				1 2.2 5.3		1 1.3 5.3	- -	- - -	8 6.3 42.1	11 4.8 57.9	5 3.0 26.3	12 7.2 63.2	2 9.5 10.5		4 8.2 21.1			5 14.3 26.3
\$2.00-\$2.99	27 7.6 100.0		11 6.5 40.7		- - -		4 11.4 14.8	5.2 14.8	-	1 3.7 3.7		14 6.1 51.9	9 5.4 33.3	17 10.2 63.0	1 4.8 3.7	11 5.0 40.7	5 10.2 18.5	1 4.8 3.7		7 20.0 25.9
\$3.00-\$3.99	48 13.5 100.0		21 12.4 43.8		13 13.1 27.1	8 17.8 16.7		13 16.9 27.1	-	4 14.8 8.3	19 15.1 39.6	29 12.7 60.4		23 13.9 47.9	7 33.3 14.6		11 22.4 22.9	4 19.0 8.3		5 14.3 10.4
\$4.00-\$4.99	34 9.6 100.0	12 13.2 35.3	17 10.1 50.0	5 5.3 14.7	9 9.1 26.5	4 8.9 11.8	3 8.6 8.8	7 9.1 20.6	7.1 2.9	2 7.4 5.9	13 10.3 3 8.2	21 9.2 61.8	23 13.8 67.6	8 4.8 23.5	2 9.5 5.9	21 9.6 61.8	5 10.2 14.7	3 14.3 8.8		4 11.4 11.8
\$5.00-\$5.99	70 19.7 100.0	15 16.5 21.4	37 21.9 52.9	18 18.9 25.7	23 23.2 32.9	8 17.8 11.4	6 17.1 8.6	19 24.7 27.1	5 35.7 7.1		23 18.3 32.9	47 20.5 67.1	31 18.6 44.3	37 22.3 52.9	2 9.5 2.9	50 22.8 71.4	8 16.3 11.4	2 9.5 2.9	1 16.7 1.4	6 17.1 8.6
\$6.00-\$6.99	41 11.5 100.0	14 15.4 34.1		6 6.3 14.6		5 11.1 12.2	7 20.0 17.1	7 9.1 17.1	4 28.6 9.8	4 14.8 9.8	10 7.9 24.4	31 13.5 75.6	24 14.4 58.5	14 8.4 34.1	3 14.3 7.3		3 6.1 7.3	2 9.5 4.9	2 33.3 4.9	2 5.7 4.9

Table 45 Q.11a SEC.B How Much Do You Pay Per Cigar For The Brands You Regularly Buy?

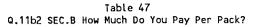
			(ING TE		(NON	IG FREG	NAL)	CI	GAR BR	RAND	US ADD I T	E IONAL				TRADI		CON-	AURANT /CIGAR	
	TOTAL PRE- MIUM	OR	3-10 YEARS	11 OR MORE YEARS	PER WEEK	2-3 PER WEEK	WEEK	MACA- NUDO	PART- AGAS	OFTEN ARTURO FUENTE	YES	UCTS ===== NO	===== 18-34	35-54	KER ===== 55+	ACCO SHOP	TOB- ACCO OUTLET	COUNT	SPORT CLUB/ EVENT	MAIL ORDER
Base: Purchase Cigars Individually At Least 1% Of The Time		100.0		95	99 100.0	45 100.0	35 100.0	77	14 100.0	27	126 100.0	229 100.0	167 100.0 47.0	166	21	219 100.0	49	21 100.0 5.9	6 100.0 1.7	35 100.0 9.9
\$7.00-\$7.99	31 8.7 100.0				6.1 19.4		8.6		14.3	3 11.1 9.7	8 6.3 25.8		13 7.8 41.9	18 10.8 58.1	- - -	21 9.6 67.7	4 8.2 12.9		-	1 2.9 3.2
\$8.00+	75 21.1 100.0	27.5		14.7			11.4	13 16.9 17.3	14.3	25.9		48 21.0 64.0		32 19.3 42.7	9.5 2.7	22.8	8 16.3 10.7	2 9.5 2.7	1 16.7 1.3	2 5.7 2.7
Don't know	0.6 100.0		0.6 50.0		2.0 2.0 100.0		-	1 1.3 50.0		-	1 0.8 50.0		-	1.2 100.0	-	-	-	- -	-	1 2.9 50.0
Sigma	355 100.0 100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	229 100.0 64.5	100.0			219 100.0 61.7	100.0	100.0		100.0
Mean Base	353	91	168	3 94	97	45	35	76	14	27	125	228	167	164	21	219	49	21	6	34
Mean	5.74	6.24	5.84	5.09	7.04	5.64	4.87	5.58	6.14				5.99					5.10	5.67	4.53
Standard Deviation	3.80	3.17	3.58	3 4.61	5.23	2.56	3.06	2.87	1.57				3.19					4.47		6.59
Standard Error	0.20	0.33	0.28	3 0.48	3 0.53	0.38	0.52	0.33	0.42				0.25					0.98		1.13
Median	5.00	6.00	5.00	5.00	5.00	5.00	5.00	5.00	6.00	6.00	5.00	5.00	5.00	5.00	3.30	5.00	4.00	4.00	5.50	3.00

Table 46 Q.11b1 SEC.B How Many Cigars Come In The Pack You Usually Buy?

																=====	======	=====	======	=====
			KING T		(NO	N-SEAS	QUENCY ONAL)		1040 D			SE				TRADI			REST- AURANT	
	TOTAL PRE-	2 YEARS OR		11 OR MORE	1 OR LESS	2-3 PER	4+ PER	SMOK	=====	RAND T OFTEN ====== ARTURO	TOB. PRO	TIONAL ACCO DUCTS	AGE	OF SMC	OKER	-TION -AL TOB-	TOB-	VENI- ENCE/	SPORT	
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-3/	35.5/	55.	CHOD	ACCO OUTLET	COLULT	CLUB/ EVENT	MAIL ORDER
Base: Purchase Cigars By The Pack At Least 1% Of The Time	100.0 100.0 100.0		100.0	100.0	20 100.0 20.0	13 100.0 13.0	16 100.0 16.0	100.0	100.0	4 100.0 4.0	38 100.0 38.0	62 100.0 62.0	42 100.0 42.0	53 100.0 53.0		44 100.0 44.0		14 100.0 14.0		14 100.0 14.0
5 cigars or less	64 64.0 100.0	65.4	70.5	16 53.3 25.0	12 60.0 18.8	9 69.2 14.1	10 62.5 15.6	15 78.9 23.4	3 60.0 4.7		24 63.2 37.5	40 64.5 62.5	30 71.4 46.9	33 62.3 51.6	1 20.0 1.6	30 68.2 46.9		10 71.4 15.6	- - -	8 57.1 12.5
6-10 cigars	23 23.0 100.0	4 15.4 17.4	10 22.7 43.5	9 30.0 39.1	3 15.0 13.0	4 30.8 17.4	3 18.8 13.0	4 21.1 17.4	1 20.0 4.3	-	15.8	17 27.4 73.9	9 21.4 39.1	13 24.5 56.5	1 20.0 4.3	11 25.0 47.8	4 21.1 17.4	3 21.4 13.0	1 100.0 4.3	3 21.4 13.0
11+ cigars	11 11.0 100.0	3 11.5 27.3	3 6.8 27.3	5 16.7 45.5	3 15.0 27.3		3 18.8 27.3	-	-		7 18.4 63.6	4 6.5 36.4	3 7.1 27.3	5 9.4 45.5	3 60.0 27.3	2 4.5 18.2	5 26.3 45.5	7.1 9.1	-	
Don't know	2.0 100.0		-		2 10.0 100.0	-	-	-	1 20.0 50.0	-	1 2.6 50.0	1 1.6 50.0	-	2 3.8 100.0	-	1 2.3 50.0	1 5.3 50.0	-	-	- - -
Sigma	100 100.0 100.0	26 100.0 26.0	44 100.0 44.0	30 100.0 30.0	20 100.0 20.0	13 100.0 13.0	16 100.0 16.0	19 100.0 19.0	5 100.0 5.0		38 100.0 38.0	62 100.0 62.0	42 100.0 42.0	53 100.0 53.0		44 100.0 44.0		14 100.0 14.0		14 100.0 14.0
Mean Base	98	24	44	30	18	13	16	19	4	4	37	61	42	51	5	43	18	14	1	14
Mean							8.63			4.25	10.49	6.93	7.02	7.86	23.00	6.51	12.89	6.79	8.00	11.29
Standard Deviation							6.87										13.26		-	12.41
Standard Error	0.85	1.57	0.67	2.21	3.11	0.62	1.72	0.50	1.84	0.48	1.99	0.59	0.92	1.08	7.84	0.65	3.12	1.21		3.32

NPD Custom Research





																=====		DRUG/		=====
		SMOR	CING TE	NURE		NG FREG N-SEAS(US					TRADI			AURANT	
	TOTAL	2 YEARS	=====	11 OR	1 OR LESS	2-3	4+	SMOKE	=====	OFTEN	TOBA PROE	UCTS		OF SMC		-TION -AL TOB-		VENI- ENCE/	SPORT	
			YEARS		WEEK	WEEK	WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET	COUNT		ORDER
Base: Purchase Cigars By The Pack At Least 1% Of The Time		100.0	100.0		100.0		16 100.0 16.0				100.0			53 100.0 53.0			100.0	14 100.0 14.0		14 100.0 14.0
Less Than \$1.00	3.0 100.0	•		6.7 66.7	5.0		6.3 33.3		-	- - -	5.3 66.7		1 2.4 33.3	1 1.9 33.3	1 20.0 33.3	-	1 5.3 33.3			1 7.1 33.3
\$1.00-\$1.99	6.0 100.0	7.7	4.5	6.7	5.0			1 5.3 16.7			5 13.2 83.3		9.5 66.7			9.1 66.7	10.5	-	-	
\$2.00-\$2.99	5.0 100.0	7.7		3.3			6.3 20.0		-	-	7.9 60.0				-	-	2 10.5 40.0	7.1	-	7.1 20.0
\$3.00-\$3.99	12 12.0 100.0	3.8	10 22.7 83.3	3.3		23.1	12.5 16.7	5.3	-		7.9	9 14.5 75.0			20.0	5 11.4 41.7	10.5	3 21.4 25.0	-	7.1 8.3
\$4.00-\$4.99	1 1.0 100.0	-	- - -	1 3.3 100.0		- - -	- -	•	-	- - -	-	1 1.6 100.0		1 1.9 100.0	-	- - -	-	-		7.1 100.0
\$5.00-\$5.99	11 11.0 100.0	7.7	13.6	10.0	10.0	15.4	18.8	10.5	20.0	25.0	7 18.4 63.6	4 6.5 36.4	9.5	13.2	-	5 11.4 45.5	10.5	14.3	100.0	
\$6.00+	56.0 56.0	61.5	52.3	56.7	45.0	46.2	56.3 16.1	68.4	60.0	25.0		66.1			40.0		42.1			10 71.4 17.9

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Table 47
Q.11b2 SEC.B How Much Do You Pay Per Pack?

																=====	======	-=====	======	-====
		2	KING TI		(NOI =====: 1 OR	NG FREG	ONAL)		IGAR BI	RAND T OFTEN	US ADD I 1 TOB/	IONAL				TRADI -TION -AL		CERY/	REST- AURANT /CIGAR BAR/	
	TOTAL PRE- MIUM	YEARS OR LESS			PER	2-3 PER WEEK =====		MACA-	PART-	ARTURO FUENTE	YES	NO		35-54	=====			DIS-	SPORT CLUB/ EVENT	MAIL ORDER
Base: Purchase Cigars By The Pack At Least 1% Of The Time		100.0			20 100.0 20.0	100.0	100.0	100.0	100.0	100.0		100.0	42 100.0 42.0					14 100.0 14.0		14 100.0 14.0
Don't know	6.0 100.0	7.7			20.0		-	2 10.5 33.3	20.0		7.9 50.0				1 20.0 16.7		10.5	-		-
Sigma					100.0		100.0		100.0	100.0	100.0	100.0	. –				100.0	100.0	100.0	14 100.0 14.0
Mean Base	94	24	43	27	16	12	16	17	4	4	35	59	42	48	4	41	17	14	1	14
Mean	15.06	13.37	14.30	17.78	18.30	10.40	18.32	13.63	28.00	9.22	10.61	17.70	15.72	14.40	16.13	15.23	12.63	7.88	5.00	24.63
Standard Deviation	17.00	14.71	18.26	17.09	18.40	9.66	19.55	8.43	16.71	10.55	13.81	18.23	19.97	13.74	23.04	13.70	16.05	6.06	-	29.51
Standard Error	1.75	3.00	2.78	3.29	4.60	2.79	4.89	2.05	8.36	5.28	2.33	2.37	3.08	1.98	11.52	2.14	3.89	1.62	-	7.89
Median	9.25	9.25	8.00	15.00	13.00	6.50	7.75	15.00	31.00	4.45	5.00	12.00	8.50	9.75	7.25	10.00	5.50	6.25	5.00	13.50

Table 48 Q.11c1 SEC.B How Many Cigars Come In The Box You Usually Buy?

	70741	2	KING TI	****	(NOR ====== 1 OR		ONAL) ======	SMOKE		OFTEN	T08#	TIONAL ACCO				TRADI -TION -AL		CERY/ CON- VENI-	-	
	PRE- MIUM		YEARS	MORE YEARS	WEEK	PER WEEK	WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	===== 18-34	35-54	55+	SHOP	TOB- ACCO OUTLET	COUNT	CLUB/ EVENT	ORDER
Base: Purchase Cigars By The Box At Least 1% Of The Time	192 100.0 100.0	100.0	86 100.0 44.8			20 100.0 10.4				16 100.0 8.3		128 100.0 66.7						9 100.0 4.7	2 100.0 1.0	100.0
10 cigars or less	14 7.3 100.0	12.1	7 8.1 50.0	3 4.1 21.4				5 14.7 35.7	3 33.3 21.4		6 9.4 42.9	8 6.3 57.1	5 7.5 35.7		3 11.1 21.4	7 7.3 50.0		2 22.2 14.3	-	1 2.2 7.1
11-20 cigars	36 18.8 100.0	18.2	17 19.8 47.2			3 15.0 8.3		20.6		3 18.8 8.3			14 20.9 38.9		5 18.5 13.9		29.6		2 100.0 5.6	8.9
21-30 cigars	109 56.8 100.0	48.5	53 61.6 48.6				54.5		5 55.6 4.6		37 57.8 33.9	56.3	38 56.7 34.9	61 62.9 56.0	10 37.0 9.2		44.4	44.4	-	26 57.8 23.9
31-50 cigars	26 13.5 100.0	12.1						1 2.9 3.8	-			16 12.5 61.5			8 29.6 30.8	8.3 30.8	7.4		-	12 26.7 46.2
51+ cigars	1.0 100.0			1 1.4 50.0	- - -	- - -	-	-	-	1 6.3 50.0		0.8 50.0	-	1 1.0 50.0	1 3.7 50.0	-	1 3.7 50.0	- - -	- - -	1 2.2 50.0
Don't know	5 2.6 100.0	6.1	1.2				1 2.3 20.0	-	- - -	- - -	1 1.6 20.0	3.1 80.0	4 6.0 80.0	1 1.0 20.0	-	3.1 60.0	3.7	- - -	-	1 2.2 20.0
Sigma		100.0	86 100.0 44.8			100.0	100.0				64 100.0 33. 3		67 100.0 34.9	97 100.0 50.5	27 100.0 14.1	100.0	100.0	9 100.0 4.7		100.0
Mean Base	187	31	85	71	35	20	43	34	9	16	63	124	63	96	27	93	26	9	2	44

Table 48
Q.11c1 SEC.B How Many Cigars Come In The Box You Usually Buy?

																	STORE PL	IRCHASE		
		SMOI	CING TI	ENURE		NG FREG		a .	. O. D. D.		US					TRADI		-	AURANT	
	TOTAL PRE-	2 YEARS OR	3-10		1 OR LESS PER	2-3 PER	4+ PER	SMOKE	=====	KAND T OFTEN ====== ARTURO	TOB/ PRO	TIONAL ACCO DUCTS		OF SMC		-TION -AL TOB- ACCO		VENI- ENCE/	•	MAIL
	MIUM =====	LESS =====	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO =====	AGAS	FUENTE =====	YES	NO =====	18-34 =====	35-54 =====	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER
9		100.0	100.0		100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	9 100.0 4.7	100.0	45 100.0 23.4
																	25.42 17.90			32.48 16.17

0.96 3.10 1.02 1.74 2.22 1.75 1.89 1.24 2.74 4.78 1.88 1.09 1.20 1.28 3.88 0.92 3.51 5.68 1.00 2.44

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Mean

Base: Purchase Cigars By The

Box At Least 1% Of The Time

Standard Deviation

Standard Error

Table 49 Q.11c2 SEC.B How Much Do You Pay Per Box?

																=====	A			
			KING TE		(NO	NG FREG	ONAL)	C.	IGAR BI	DAND	US	SE TIONAL				TRADI		DRUG/ GRO- CERY/		
	TOTAL PRE- MIUM	2 YEARS OR		11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOKE	D MOS	OFTEN COFTEN COFTEN COFTENTE	TOBA PROD	CCO OUCTS	=====	OF SMC	=====	-AL TOB- ACCO	TOB- ACCO OUTLET	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	
	====	=====	====	====	=====	=====				=====							=====		======	
Base: Purchase Cigars By The Box At Least 1% Of The Time		100.0	86 100.0 44.8				100.0			100.0						100.0	27 100.0 14.1			45 100.0 23.4
\$9.99 or less	7 3.6 100.0	2 6.1 28.6	3.5		4 10.8 57.1			2 5.9 28.6		- - -	2 3.1 28.6		4 6.0 57.1	1 1.0 14.3	2 7.4 28.6	3 3.1 42.9	2 7.4 28.6		- - -	-
\$10.00-\$14.99	1.0 100.0		1.2	-	-	1 5.0 50.0		1 2.9 50.0		-	3.1 100.0	-	-	2.1 100.0	- - -	1 1.0 50.0	1 3.7 50.0	-	-	-
\$15.00-\$19.99	0.5 100.0		-	1 1.4 100.0	-	-	1 2.3 100.0	-	-	-	-	0.8 100.0		-	3.7 100.0	- - -		1 11.1 100.0	-	- - -
\$20.00-\$29.99	8 4.2 100.0	-	5 5.8 62.5		5.4	-	1 2.3 12.5	1 2.9 12.5			5 7.8 62.5		2 3.0 25.0	5.2	1 3.7 12.5			1 11.1 12.5	-	1 2.2 12.5
\$30.00-\$49.99	31 16.1 100.0	12.1		16 21.9 51.6	24.3	5.0				-		20 15.6 64.5		15.5	7 25.9 22.6			33.3	50.0	11 24.4 35.5
\$50.00-\$74.99	31 16.1 100.0	15.2	11 12.8 35.5		10.8		-	32.4			13 20.3 41.9			19 19.6 61.3		13.5	3 11.1 9.7	11.1		9 20.0 29.0
\$75.00-\$99.99		15.2	9 10.5 39.1			-	3 6.8 13.0	4 11.8 17.4		25.0				12 12.4 52.2			14.8		-	5 11.1 21.7

Table 49 Q.11c2 SEC.B How Much Do You Pay Per Box?

	TOTAL PRE- MIUM =====		3-10 YEARS	=====	(NO ===== 1 OR LESS PER WEEK	2-3 PER WEEK	ONAL) ====== 4+ PER WEEK	C SMOK ===== MACA- NUDO	PART- AGAS	RAND T OFTEN ====== ARTURO FUENTE ======	TOBA PROD ====== YES	TIONAL ACCO DUCTS ===== NO	===== 18-34	35-54	=====	,,,,,,,,	TOB- ACCO OUTLET	CERY/ CON- VENI- ENCE/ DIS-	SPORT CLUB/	
Base: Purchase Cigars By The Box At Least 1% Of The Time	192 100.0 100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	128 100.0 66.7	67 100.0 34.9	100.0	100.0	96 100.0 50.0	27 100.0 14.1	100.0		100.0
\$100.00+	80 41.7 100.0	45.5	51.2	21 28.8 26.3		55.0	40.9	32.4	44.4		19 29.7 23.8	61 47.7 76.3	35 52.2 43.8	39 40.2 48.8	5 18.5 6.3	51 53.1 63.8	6 22.2 7.5	•	-	17 37.8 21.3
Don't know	9 4.7 100.0	3.0		6 8.2 66.7			4 9.1 44.4		- - -		6.3 44.4			4 4.1 44.4		5.2 55.6	1 3.7 11.1	-	- - -	2 4.4 22.2
Sigma	192 100.0 100.0	100.0	100.0	73 100.0 38.0	37 100.0 19.3	20 100.0 10.4	100.0	34 100.0 17.7	9 100.0 4.7						100.0			100.0		100.0
Mean Base	183	32	84	67	36	20	40	33	9	16	60	123	64	93	25	91	26	9	2	43
Mean	94.5	102.0	107.5	74.5	92.6	97.5	87.7	92.7	84.2	110.3	74.9	104.0	112.8	89.5	65.7	111.4	66.9	35.8	43.5	80.6
Standard Deviation	69.19	80.72	77.11	44.92	84.65	55.14	54.65	83.59	38.26	47.24	52.41	74.39	82.70	60.09	51.49	74.07	51.46	36.89	9.19	42.70
Standard Error	5.11	14.27	8.41	5.49	14.11	12.33	8.64	14.55	12.75	11.81	6.77	6.71	10.34	6.23	10.30	7.76	10.09	12.30	6.50	6.51
Median	80.0	92.5	100.0	60.0	65.0	100.0	77.5	60.0	95.0	100.0	66.5	90.0	100.0	78.0	60.0	100.0	54.0	30.0	43.5	75.0

Table 50 Q.11d1 SEC.B How Many Cigars Come In The Bundle You Usually Buy?

																=====	======			=====
		-	CING TI		SMOKIN (NON ======	-SEASC	NAL)		GAR BR	RAND OFTEN	US ADDIT TOBA	IONAL				TRADI -TION -AL		CERY/	REST- AURANT /CIGAR BAR/	
	TOTAL	YEARS		11 OR	LESS		4+			=====		UCTS		OF SMC			TOB-	•	SPORT	
	PRE-	OR LESS	3-10							ARTURO FUENTE							ACCO OUTLET	DIS-	CLUB/	MAIL ORDER
										======							=====			
Base: Purchase Cigars By The Bundle At Least 1% Of The Time	79 100.0 100.0	100.0	100.0	29 100.0 36.7	12 100.0 15.2	6 100.0 7.6	22 100.0 27.8	11 100.0 13.9	4 100.0 5.1	4 100.0 5.1	32 100.0 40.5				14 100.0 17.7		11 100.0 13.9	5 100.0 6.3		23 100.0 29.1
10 cigars or less	26 32.9 100.0	25.0	42.1		5 41.7 19.2	1 16.7 3.8			1 25.0 3.8	1 25.0 3.8	11 34.4 42.3	15 31.9 57.7		10 25.0 38.5	3 21.4 11.5	16 42.1 61.5		3 60.0 11.5	-	3 13.0 11.5
11-25 cigars	43 54.4 100.0	33.3		65.5	5 41.7 11.6		15 68.2 34.9				15 46.9 34.9			24 60.0 55.8		16 42.1 37.2	6 54.5 14.0	40.0	-	18 78.3 41.9
26+ cigars	4 5.1 100.0		2.6		- - -	-	1 4.5 25.0		-	:	2 6.3 50.0		8.0 50.0	2 5.0 50.0	-	7.9 75.0	-	-	- - -	1 4.3 25.0
Don't know	6 7.6 100.0	25.0	2.6		16.7						4 12.5 66.7			4 10.0 66.7	1 7.1 16.7	7.9 50.0	18.2	-	- - -	1 4.3 16.7
Sigma	79 100.0 100.0	100.0		100.0	12 100.0 15.2		100.0	100.0			100.0						100.0	100.0		23 100.0 29.1
Mean Base	73	, ,	37	27	10	5	21	10	3	4	28	45	24	36	13	35	9	5		22
Mean	18.38	3 22.44	15.86	20.48	14.70	18.40	20.76	14.20	15.00	20.00	18.21	18.49	15.08	20.00	20.00	16.97	16.78	12.60		22.95
Standard Deviation	10.36	16.24	9.27	8.82	7.73	9.37	9.64	11.20	8.66	7.07	11.97	9.36	11.64	10.38	6.12	11.59	8.12	9.53	; .	7.97
Standard Error	1.21	5.4	1.52	1.70	2.45	4.19	2.10	3.54	5.00	3.54	2.26	1.40	2.38	1.73	1.70	1.96	2.71	4.26		1.70

Table 51 Q.11d2 SEC.B How Much Do You Pay Per Bundle?

			KING TE			N-SEAS		-	IGAR BI	RAND T OFTEN	ADDI	SE FIONAL				TRADI		DRUG/ GRO- CERY/ CON-	REST- AURANT /CIGAR	
	PRE- MIUM	YEARS OR LESS	3-10 YEARS	YEARS	LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA- NUDO	PART-	ARTURO FUENTE	PROD =====: YES	OUCTS NO	18-34	35-54	===== 55+	ACCO SHOP	TOB- ACCO OUTLET	DIS-	SPORT CLUB/ EVENT	OPDER
Base: Purchase Cigars By The Bundle At Least 1% Of The Time	79	12 100.0	38 100.0	29 100.0	12	6 100.0	22	11 100.0	4 100.0	4 100.0	32 100.0 40.5	47 100.0	25 100.0	40 100.0	14 100.0	38 100.0	100.0	5 100.0	-	23 100.0
\$19.99 or less	12 15.2 100.0	8.3 8.3	7 18.4 58.3	4 13.8 33.3					-	1 25.0 8.3			6 24.0 50.0	5 12.5 41.7	1 7.1 8.3				-	1 4.3 8.3
\$20.00-\$49.99	32 40.5 100.0			13 44.8 40.6		16.7			25.0	-			8 32.0 25.0	17 42.5 53.1			27.3	60.0	-	14 60.9 43.8
\$50.00-\$74.99	11 13.9 100.0	2 16.7 18.2	5 13.2 45.5	4 13.8 36.4	1 8.3 9.1	1 16.7 9.1		-		1 25.0 9.1	2 6.3 18.2		3 12.0 27.3						-	4 17.4 36.4
\$75.00+		2 16.7 11.8	10 26.3 58.8	5 17.2 29.4				1 9.1 5.9	-	2 50.0 11.8	6 18.8 35.3	11 23.4 64.7	7 28.0 41.2	8 20.0 47.1			9.1	-	- - -	4 17.4 23.5
Don't know	7 8.9 100.0	2 16.7 28.6	2 5.3 28.6	3 10.3 42.9				9.1 14.3			5 15.6 71.4	2 4.3 28.6	1 4.0 14.3	4 10.0 57.1			3 27.3 42.9	- - -	-	-
Sigma	79 100.0 100.0	12 100.0 15.2	38 100.0 48.1	29 100.0 36.7				11 100.0 13.9	4 100.0 5.1		32 100.0 40.5					100.0		5 100.0 6.3	-	100.0
Mean Base	72	10	36	26	10	5	19	10	3	4	27	45	24	36	12	34	8	5	-	23
Mean	48.78	50.90	51.47	44.22	62.50	55.80	54.31	26.70	44.33	60.00	51.44	47.18	51.71	49.94	39.41	54.15	33.99	23.59	-	50.78
CONFIDENTIAL UnderProtective Order INPD 011327 INPD 011327 Custom Research NPD Custom Research					56.78	38.33	58.02	20.21	19.14		59.47	31.14	55.12	40.88			24.94		-	48.74

Table 51 Q.11d2 SEC.B How Much Do You Pay Per Bundle?

																======	======	:====:	======	=====	
																		DRUG/			
					SMOKIN	IG FREG	UENCY											GRO-	REST-		
		SMO	CING TE	NURE	(NO	-SEAS	ONAL)				US	Ε				TRADI		CERY/	AURANT		
		=====	======	=====	=====	=====		C	IGAR B	RAND	ADDIT	IONAL				-TION			/CIGAR		
		2			1 OR			SMOK	ED MOS	TOFTEN	TOBA	CCO				-AL		VENI-	-		
•	TOTAL	YEARS		11 OR	LESS	2-3	4+	=====	=====	=====	PROD	UCTS	AGE	OF SMO	OKER	TOB-			SPORT		
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-				=====				ACCO		DIS-	CLUB/	MAIL	
1	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER	
:	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	====	
Base: Purchase Cigars By The	79	12	38	29	12	6	22	11	4	4	32	47	25	40	14	38	11	5	-	23	
Bundle At Least 1% Of The Time			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	
	100.0		48.1	36.7	15.2	7.6	27.8	13.9	5.1	5.1	40.5	59.5	31.6	50.6	17.7	48.1	13.9	6.3	-	29.1	
Standard Error	5.14	13.10	8.52	6.47	17.95	17.14	13.31	6.39	11.05	16.20	11.44	4.64	11.25	6.81	6.31	7.96	8.82	7.41	-	10.16	
Median	31.50	34.00	30.00	32.50	45.00	60.00	42.00	20.00	50.00	67.50	30.00	40.00	30.00	35.00	32.50	30.00	25.00	28.00	-	35.00	

Table 52
Q.12a SEC.B What Type Of Store Do You Buy Your Cigars From Most Often?

																=====	======	=====	======	=====
			KING T	ENURE	(NO	NG FRE	ONAL)		TCAD D	DANID.		SE				TRADI		CERY/	REST- AURANT	
	TOTAL PRE- MIUM	2 YEARS OR LESS	3-10	11 OR	1 OR LESS PER	2-3 PER	4+ PER WEEK	SMOKI =====: MACA-	PART-	T OFTEN	TOBA PROI		====		=====		TOB- ACCO	VENI- ENCE/ DIS-	SPORT CLUB/	MAIL
	=====		=====	=====	=====	=====	=====	=====	=====	FUENTE	162	NO =====	18-34	35-54 =====	55+ ====	SHOP	OUTLET	COUNT		ORDER
Base: Total Respondents	408 100.0	101	186 100.0	121 100.0	105 100.0	50 100.0	60 100.0	80	16	28 100.0	144	264 100.0	174 100.0	195 100.0	37 100.0 9.1	233 100.0	60 100.0 14.7	27	6 100.0 1.5	52 100.0 12.7
Tobacco Shop/Smoke Shop	295 72.3 100.0	82 81.2 27.8	136 73.1 46.1	77 63.6 26.1	83 79.0 28.1	42 84.0 14.2		56 70.0 19.0	12 75.0 4.1	26 92.9 8.8	107 74.3 36.3			127 65.1 43.1	20 54.1 6.8	233 100.0 79.0	60 100.0 20.3	- - -	-	-
Drug Store	2.0 100.0	2 2.0 25.0	2 1.1 25.0	3.3 50.0	2 1.9 25.0	•	5 8.3 62.5	2 2.5 25.0	-	-	2 1.4 25.0		2 1.1 25.0	4 2.1 50.0	2 5.4 25.0	-		8 29.6 100.0	- - -	-
Grocery Store	5 1.2 100.0	1 1.0 20.0	2 1.1 40.0	2 1.7 40.0	2 1.9 40.0	1 2.0 20.0	1 1.7 20.0	2 2.5 40.0	-	-	2 1.4 40.0	3 1.1 60.0	2 1.1 40.0	3 1.5 60.0	-	-		5 18.5 100.0	-	:
Discount Department Store	3 0.7 100.0	-	2 1.1 66.7	0.8 33.3	1 1.0 33.3	- - -	-	2 2.5 66.7	-	-	1 0.7 33.3	2 0.8 66.7	- -	3 1.5 100.0	-	- - -		3 11.1 100.0	-	- - -
Convenience Store/Mini-Mart/ Newsstand	11 2.7 100.0	2.0 18.2	5 2.7 45.5	3.3 36.4	2 1.9 18.2	-	2 3.3 18.2	3 3.8 27.3	-	-	2.8 36.4	7 2.7 63.6	3 1.7 27.3	6 3.1 54.5	2 5.4 18.2	- - -		11 40.7 100.0	- - -	-
Restaurant/Cigar Bar	6 1.5 100.0	1 1.0 16.7	3 1.6 50.0	2 1.7 33.3	1 1.0 16.7	-	1 1.7 16.7	3.8 50.0	-	-	3 2.1 50.0	3 1.1 50.0	3 1.7 50.0	2 1.0 33.3	1 2.7 16.7		-	-	6 100.0 100.0	- - -
Mail Order Service/Catalog	52 12.7 100.0	6 5.9 11.5	19 10.2 36.5	27 22.3 51.9	6 5.7 11.5	2 4.0 3.8	15 25.0 28.8	5 6.3 9.6	1 6.3 1.9	2 7.1 3.8	18 12.5 34.6	34 12.9 65.4	6 3.4 11.5	34 17.4 65.4	11 29.7 21.2	-	-	-		52 100.0 100.0

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Table 52
Q.12a SEC.B What Type Of Store Do You Buy Your Cigars From Most Often?

																=====		======		:=====
		SMOR	CING TE	NURE	(NOM	IG FREG	ONAL)	r	IGAR BI	DAND	US	SE IONAL				TRADI			REST- AURANT /CIGAR	
		2		44	1 OR			SMOKE	ED MOS	T OFTEN	TOBA	CCO				-AL		VENI-	BAR/	
	TOTAL PRE-	YEARS OR	3-10	11 OR MORE	PER	2-3 PER	4+ PER			ARTURO		UCTS	AGE	OF SMO		TOB- ACCO	TOB- ACCO	ENCE/ DIS-		MAIL
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54 =====	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Respondents	408 100.0	101 100.0	186 100.0	121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16 100.0			264 100.0	174 100.0	195 100.0	37 100.0	233 100.0	60 100.0	27 100.0	6 100.0	52 100.0
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
Other	25 6.1 100.0	6 5.9 24.0		3.3 16.0		8.0 16.0			12.5	-	7 4.9 28.0	18 6.8 72.0	9 5.2 36.0	7.7	1 2.7 4.0	-	-	- - -	•	-
Don't know	3 0.7 100.0	1 1.0 33.3	2 1.1 66.7	-	1 1.0 33.3			1 1.3 33.3				3 1.1 100.0	2 1.1 66.7	0.5 33.3	-	-	- -	-	- - -	-
Sigma	408 100.0 100.0	100.0	186 100.0 45.6				100.0		100.0	100.0	100.0	100.0		195 100.0 47.8			60 100.0 14.7		100.0	

Table 53
Q.12a1 SEC.B Which Best Describes The Type Of Tobacco Or Smoke Shop You Buy Cigars From Most Often?

																=====	======	=====	======	=====
		SMOI	KING TI		(NO	NG FREG	ONAL)	r	IGAR BI	DAND	US	SE FIONAL				TRADI		CERY/	REST- AURANT	
		2			1 OR					T OFTEN		ACCO				-AL		VENI-	/CIGAR	
		YEARS		11 OR		2-3	4+	=====	=====	======	PROD	DUCTS		OF SMC		TOB-	TOB-		SPORT	
	PRE-	OR		MORE		PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====			ACCO		CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK				FUENTE			18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
											=====	=====	=====	====	=====	=====	======	=====	=====	=====
Base: Buy Cigars In A Tobacco	295	82	136	77	83	42	34	56	12	26	107	188	147	127	20	233	60	-	_	_
Shop/Smoke Shop Most Often		100.0									100.0	100.0	100.0					-	-	_
	100.0	27.8	46.1	26.1	28.1	14.2	11.5	19.0	4.1			63.7						-	-	-
A store that is a smaller,	233	65	108	60	63	35	25	45	12	22	90	157	117	103	4.7	277				
traditional-style tobacconist		79.3							100.0		80 74.8		117 79.6	102 80.3		233	-	-	-	-
which specializes in cigar and pipe products		27.9	46.4	25.8	27.0	15.0	10.7	19.3	5.2	9.4		65.7				100.0	-	-	-	-
A store that sells all types	60	15	28	17	20	6	8	11	_	4	26	34	30	23	6		60			
of tobacco products, including		18.3				14.3					24.3		20.4	18.1	30.0	-		-	-	-
cigarettes, at discounted prices		25.0					13.3					56.7					100.0		-	-
Neither	2	2	-		_	1	1	-	_	_	1	1	_	2	_	_	_	_	_	
	0.7	_	-	-	_	2.4	2.9	-	-	-	0.9	0.5	_	1.6	-	_	-	-	-	-
	100.0	100.0	-	-	-			-	-	-	50.0			100.0	-	-	-	-	-	-
Sigma	295	82	136	77	83	42	34	56	12	24	107	100	4/7	127	30	777				
0.131110		100.0								26 100 0		188 100.0	147	127	20	233	60 100.0	-	-	-
		27.8										63.7				79.0		-	-	-

Table 54
Q.12b SEC.B What Percent Of Your Cigars Do You Buy From A Tobacco Shop/Smoke Shop?

																=====	======	=====	======	=====
	PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	1-SEAS(=====: 2-3 PER	ONAL) ===== 4+ PER	SMOKI =====: MACA-	PART-	OFTEN	TOB/ PROD	FIONAL ACCO DUCTS	=====		=====		TOB- ACCO	CERY/ CON- VENI- ENCE/ DIS-	SPORT CLUB/	
	MIUM =====		YEARS				WEEK			FUENTE	YES	NO		35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Buy Your Cigars From A Tobacco Shop/Smoke Shop			136 100.0 46.1				34 100.0 11.5		12 100.0 4.1	26 100.0 8.8			147 100.0 49.8	100.0	20 100.0 6.8			-	- - -	-
1-5 percent	0.3 100.0	- - -	- - -	1 1.3 100.0			1 2.9 100.0	-	- - -		- - -	0.5 100.0	- - -	-	1 5.0 100.0			-	-	- - -
6-10 percent	7 2.4 100.0	-	5 3.7 71.4		1 1.2 14.3	- - -	1 2.9 14.3	- - -	-		1 0.9 14.3				1 5.0 14.3		4 6.7 57.1	- - -	-	
11-20 percent	0.3 100.0		0.7 100.0	- -	-	-	• • •	1 1.8 100.0	-	:	- -	0.5 100.0	0.7 100.0		- - -	0.4 100.0	- -	-	-	• •
21-30 percent	3 1.0 100.0	1.2			-	,		1 1.8 33.3	-		2 1.9 66.7	0.5 33.3		0.8	- - -		2 3.3 66.7	-	-	
31-40 percent	3 1.0 100.0	1.2		-	1 1.2 33.3	-				-		3 1.6 100.0		-		0.9 66.7			-	- - -
41-50 percent	14 4.7 100.0	2.4	5.9					3.6 14.3	1 8.3 7.1	7.7 14.3	6 5.6 42.9				2 10.0 14.3	4.7				• •
51-60 percent	0.7 100.0	-	0.7 50.0	1 1.3 50.0	-	1 2.4 50.0	:		2 16.7 100.0	-	-	2 1.1 100.0	-	2 1.6 100.0	- - -	0.9 100.0		- - -		•

Table 54 Q.12b SEC.B What Percent Of Your Cigars Do You Buy From A Tobacco Shop/Smoke Shop?

	TOTAL		KING TI		(NO	NG FREIN-SEASI	ONAL)	SMOK		RAND FOFTEN	TOBA	IONAL	AGE	OF SMC	OKER	TRADI -TION -AL TOB-	TOB-	CERY/ CON- VENI-	REST- AURANT /CIGAR BAR/ SPORT	
	PRE- MIUM =====		3-10 YEARS	YEARS				NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP			EVENT	
Base: Buy Your Cigars From A Tobacco Shop/Smoke Shop	295 100.0 100.0		100.0	77 100.0 26.1		42 100.0 14.2			12 100.0 4.1	26 100.0 8.8		188 100.0 63.7		127 100.0 43.1	20 100.0 6.8	100.0	60 100.0 20.3	-	-	- - -
61-70 percent	6 2.0 100.0	3 3.7 50.0		3.9 50.0	2.4 33.3	2.4	3 8.8 50.0	1 1.8 16.7	- - -	- - -	2 1.9 33.3	2.1 66.7	3 2.0 50.0	2 1.6 33.3	1 5.0 16.7		2 3.3 33.3	- - -	-	- -
71-80 percent	43 14.6 100.0	10 12.2 23.3	15.4	12 15.6 27.9	8 9.6 18.6	9.5	4 11.8 9.3			4 15.4 9.3	12 11.2 27.9	31 16.5 72.1	26 17.7 60.5	13 10.2 3 0.2	3 15.0 7.0		8 13.3 18.6	-	-	-
81-90 percent	32 10.8 100.0	9 11.0 28.1	12.5	6 7.8 18.8	7 8.4 21.9		2 5.9 6.3		-	4 15.4 12.5	13 12.1 40.6	19 10.1 59.4	17 11.6 53.1	12 9.4 37.5	3 15.0 9.4	12.0	4 6.7 12.5	-	-	-
91-99 percent	17 5.8 100.0	2 2.4 11.8	6.6	6 7.8 35.3	8 9.6 47.1		- - -	7.1 23.5	-	4 15.4 23.5	9 8.4 52.9	8 4.3 47.1	12 8.2 70.6	5 3.9 29.4	-	13 5.6 76.5	4 6.7 23.5	-	• •	-
100 percent	165 55.9 100.0	54 65.9 32.7	52.2	40 51.9 24.2		47.6	20 58.8 12.1	55.4		12 46.2 7.3	61 57.0 37.0	104 55.3 63.0	76 51.7 46.1	80 63.0 48.5	9 45.0 5.5	56.2	32 53.3 19.4		- -	-
Don't know	0.3 100.0	- -	- - -	1 1.3 100.0	1 1.2 100.0		- - -	- - -	- - -	-	0.9 100.0	-	-	0.8 100.0		0.4 100.0	-	:	-	-
Sigma	100.0		100.0		100.0	100.0	100.0	100.0		26 100.0 8.8	107 100.0 36.3		147 100.0 49.8		20 100.0 6.8	100.0	60 100.0 20.3	-	-	•
CON UnderP INP	294	82	136	76	82	42	34	56	12	26	106	188	147	126	20	232	60	-	-	•
CONFIDENTIAL UnderProtective Order INPD 011333 INPD custom Research NPD	·				Proj	ect Y4	vx007-	1 -	GENERA	L CIGAR	ATTITU	JDE ANI	D USAGI	Ē						

Table 54
Q.12b SEC.B What Percent Of Your Cigars Do You Buy From A Tobacco Shop/Smoke Shop?

																=====	======	======	======	=====	-
		SMOK	CING TE	NURE		NG FREG		С	IGAR B	RAND	US ADD I I	SE TIONAL				TRADI		CERY/	REST- AURANT /CIGAR		
		2			1 OR			SMOK	ED MOS	T OFTEN	TOBA	ACCO				-AL		VENI-	BAR/		
	TOTAL	YEARS		11 OR	LESS	2-3	4+	=====	=====	======	PRO	DUCTS	AGE	OF SMO	OKER	TOB-	TOB-	ENCE/	SPORT		
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDE	R
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	====	=====	=====	=====	====	=====	=====	=====	====	=
Base: Buy Your Cigars From A	295	82	136	77	83	42	34	56	12	26	107	188	147	127	20	233	60	-	-		-
Tobacco Shop/Smoke Shop	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-		•
Tobacco onopy among enop	100.0			26.1	28.1	14.2	11.5	19.0	4.1	8.8	36.3	63.7	49.8	43.1	6.8	79.0	20.3	•	-		-
Mean	87.93	92.13	86.34	86.22	92.18	87.62	83.85	89.05	85.00	90.65	90.19	86.65	87.86	89.39	79.55	89.10	82.97	•	-		•
Standard Deviation	20.92	14.78	22.71	22.75	16.11	18.78	25.78	19.30	19.66	14.47	17.94	22.37	20.27	19.90	29.86	18.82	27.38	-	-		-
Standard Error	1.22	1.63	1.95	2.61	1.78	2.90	4.42	2.58	5.67	2.84	1.74	1.63	1.67	1.77	6.68	1.24	3.54	-	-		-

Table 55
Q.12b SEC.B What Percent Of Your Cigars Do You Buy From A Drug Store?

																=====	======	=====	======	=====
			KING T	ENURE	(NO	N-SEAS			*C*D D	D 4 11 D		SE				TRADI			AURANT	
	TOTAL PRE-	2 YEARS OR			1 OR LESS		4+ PER	SMOK	=====	KANU T OFTEN ====== ARTURO	TOB PRO	TIONAL ACCO DUCTS	AGE	OF SMO	OKER	-TION -AL TOB-	TOB- ACCO	VENI- ENCE/	SPORT	MATI
	MIUM =====			YEARS				NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	CHOD	OUTLET	COUNT	-	MAIL ORDER
Base: Buy Your Cigars From A Drug Store	8 100.0 100.0	2 100.0	2	4 100.0	2	-	5 100.0 62.5	100.0	-	-	2 100.0		2	4 100.0	2 100.0	•	-	8 100.0 100.0	-	-
61-70 percent	1 12.5 100.0	1 50.0 100.0	-	-	1 50.0 100.0	-	-	-	- - -	-	-	1 16.7 100.0	1 50.0	-	-	-	-	1 12.5 100.0	-	
71-80 percent	2 25.0 100.0		1 50.0 50.0		-		2 40.0 100.0		-	-	1	1 16.7	1 50.0	1 25.0 50.0	-	-	-	25.0 100.0	-	
81-90 percent	1 12.5 100.0	1 50.0 100.0	-	-		-	1 20.0 100.0	1 50.0	-	-	-	1 16.7 100.0	-	1 25.0 100.0	-	-	-	1 12.5 100.0	-	-
100 percent	4 50.0 100.0		1 50.0 25.0	3 75.0 75.0		-	2 40.0 50.0	1 50.0	-	-	1 50.0	3 50.0 75.0	-	2 50.0 50.0		- -	-	4 50.0 100.0	-	- -
Sigma				4 100.0 50.0			5 100.0 62.5		-	-	2 100.0	6 100.0 75.0	2 100.0	4 100.0	2 100.0	-	-	8 100.0 100.0	-	- -
Mean Base	8	2	2	4	2	-	5	2	-	-	2	6	2	4	2	-	-	8	-	-
Mean	88.75	80.00	87.50	93.75	85.00	-	88.00	95.00	•	-	87.50	89.17	72.50	91.251	00.00	-	-	88.75	-	
Standard Deviation	13.30	14.14	17.68	12.50	21.21	-	12.55	7.07	-	-	17.68	13.57	3.54	11.81	0.00	-	-	13.30	-	-
Standard Error	4.70	10.00	12.50	6.25	15.00		5.61	5.00	-		12.50	5.54	2.50	5.91	0.00	_		4.70	_	-

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Table 56
Q.12b SEC.B What Percent Of Your Cigars Do You Buy From A Grocery Store?

															==:					
		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND			US ADD I 1	SE TIONAL				AD I ION	CERY/	REST- AURANT CIGAR		
	TOTAL			11 OR			4+	SMOKED MOST OFTEN			TOBACCO PRODUCTS					B- TOB-	ENCE/	BAR/ SPORT		
	PRE- MIUM				WEEK			NUDO	AGAS	FUENTE	YES	NO	18-34	35-54 5	5+ SH	OP OUTLE		EVENT	MAIL ORDER	
Base: Buy Your Cigars From A Grocery Store		100.0		100.0	2 100.0 40.0				-		2 100.0 40.0	3 100.0 60.0				- -	- 5 - 100.0 - 100.0	-	- - -	
6-10 percent	1 20.0 100.0		1 50.0 100.0		1 50.0 100.0	-	•	1 50.0 100.0		- -	1 50.0 100.0	-	1 50.0 100.0		-	· ·	- 100.0	-	:	
21-30 percent	1 20.0 100.0	-	- -	1 50.0 100.0	•		1 100.0 100.0	-	- -	-	1 50.0 100.0	- - -	-	1 33.3 100.0	- -	- - -	- 20.0 - 100.0) -	•	
71-80 percent		100.0 100.0		- - -	50.0 100.0	-	- - -	-	-	-	- - -	33.3 100.0			- - -	- - -	- 20.0 - 100.0		- - -	
81-90 percent	20.0 100.0	-	50.0 100.0			1 100.0 100.0		1 50.0 100.0		- -	- - -	33.3 100.0		1 33.3 100.0	-		- 20.0 - 100.0) -	-	
91-99 percent	1 20.0 100.0		 	50.0 100.0		- -	-	-	 	- -	-	33.3 100.0		1 33.3 100.0	- - -	: :	- 20.0 - 100.0) -		
Sigma	100.0 100.0	100.0	100.0	100.0	100.0	100.0			·) -	- -			100.0	100.0	- - -	- -	- 100.0 - 100.0			
Mean Base	5	, 1	1 2	2 2	2	1	1	2	2 -	-	2	3	2	3	-	•	- !	5 -	-	
Mean	61.00	80.00	50.00	62.50	45.00	90.00	30.00	50.00) -	. .	20.00	88.33	45.00	71.67	-	-	- 61.0) -	-	
CONFIDENTIAL UnderProtective Order INPD 011336 Research NPD Custom Research	38.47		56.57	45.96	49.50 Proj			56.57 1 -		 AL CIGAR				36.17 SE	-	-	- 38.4	7 -	-	

		DRUG/
	SMOKING FREQUENCY	GRO- REST-
	SMOKING TENURE (NON-SEASONAL) USE	TRADI CERY/ AURANT
	======================================	-TION CON- /CIGAR
	2 1 OR SMOKED MOST OFTEN TOBACCO	-AL VENI- BAR/
	TOTAL YEARS 11 OR LESS 2-3 4+ ========== PRODUCTS AGE OF SMOKER	TOB- TOB- ENCE/ SPORT
	PRE- OR 3-10 MORE PER PER PER MACA- PART- ARTURO ====================================	== ACCO ACCO DIS- CLUB/ MAIL
	MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55	+ SHOP OUTLET COUNT EVENT ORDER
		== ===== ====== =======================
Base: Buy Your Cigars From A	5 1 2 2 2 1 1 2 2 3 2 3	5
Grocery Store	100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0	100.0
•	100.0 20.0 40.0 40.0 40.0 20.0 20.0 40.0 40.0 60.0 40.0 60.0	100.0
Standard Error	17.20 - 40.00 32.50 35.00 40.00 10.00 4.41 35.00 20.88	17.20

Table 57
Q.12b SEC.B What Percent Of Your Cigars Do You Buy From A Convenience Store/Mini-Mart/Newsstand?

																=====			======	=====	
			KING TI		(NO	N-SEAS	QUENCY ONAL)	r	IGAR B	OAND	US	SE FIONAL				TRADI		CERY/	REST- AURANT /CIGAR		
	TOTAL PRE-	2		11 OR MORE	1 OR	2-3 PER	4+ PER	SMOK	ED MOS	OFTEN	TOB/ PROD	ACCO DUCTS		OF SMO		-AL TOB-	TOB- ACCO	VENI-		MAIL	
	MIUM	LESS	YEARS			WEEK	WEEK		AGAS	FUENTE	YES	NO	18-34	35-54 =====		SHOP	OUTLET	COUNT		ORDER	
Base: Buy Your Cigars From A Convenience Store/Mini-Mart/ Newsstand			5 100.0 45.5			-	2 100.0 18.2		-	- - -	4 100.0 36.4	7 100.0 63.6			2 100.0 18.2	-		11 100.0 100.0			
6-10 percent	1 9.1 100.0		1 20.0 100.0	-	- - -	- -		1 33.3 100.0			1 25.0 100.0	- - -		1 16.7 100.0	-		- - -	9.1 100.0	- - -	- -	
41-50 percent	1 9.1 100.0	-		1 25.0 100.0				-	-	-	1 25.0 100.0	- - -		1 16.7 100.0	-	- - -	- -	9.1 100.0	-	-	
51-60 percent	9.1 100.0	1 50.0 100.0		- - -	- -	- - -	- - -	-	- - -	-	- - -	1 14.3 100.0		-	- - -	-	-	9.1 100.0		-	
61-70 percent	9.1 100.0	-	1 20.0 100.0	- - -	- - -	- -	- -	-	-	-	- -	1 14.3 100.0	- - -	- - -	1 50.0 100.0			9.1 100.0		- -	
71-80 percent	9.1 100.0		1 20.0 100.0	-	-	-	- -	- -	-	-		1 14.3 100.0				-	- - -	9.1 100.0	-	- -	
81-90 percent	2 18.2 100.0	-		2 50.0 100.0	50.0) -	- - -	1 33.3 50.0	-		1 25.0 50.0			1 16.7 50.0	50.0 50.0			2 18.2 100.0	-		
100 percent	4 36.4 100.0			25.0		-	100.0 50.0	33.3	; -	- - -	1 25.0 25.0	3 42.9 75.0			-	-		4 36.4 100.0	-	- - -	

STORE PURCHASE CIGARS

- 28.32

- 8.54

Table 57 Q.12b SEC.B What Percent Of Your Cigars Do You Buy From A Convenience Store/Mini-Mart/Newsstand?

AT MOST OFTEN _________ DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 **PRODUCTS** 4+ ------AGE OF SMOKER TOB-**ENCE/ SPORT** TOB-OR 3-10 MORE PER PER PER MACA- PART- ARTURO ======== ==== ACCO ACCO DIS- CLUB/ MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT Base: Buy Your Cigars From A 11 2 3 6 11 Convenience Store/Mini-Mart/ 100.0 100.0 100.0 100.0 100.0 - 100.0 100.0 - 100.0 100.0 100.0 100.0 100.0 - 100.0 100.0 18.2 45.5 36.4 18.2 - 18.2 27.3 - 36.4 63.6 27.3 54.5 18.2 - 100.0 2 2 11 100.0 100.0 100.0 100.0 100.0 - 100.0 100.0 - 100.0 100.0 100.0 100.0 100.0 - 100.0 100.0 18.2 45.5 36.4 18.2 - 18.2 27.3 - 36.4 63.6 27.3 54.5 18.2 - 100.0 11 11 77.27 80.00 72.00 82.50 70.00 -100.00 66.67 - 62.50 85.71 80.00 75.00 80.00 - 77.27

- 41.13 16.18 20.00 37.28 14.14

- 20.56 6.12 11.55 15.22 10.00

CONFIDENTIAL UnderProtective Order INPD 011339

Newsstand

Mean Base

Standard Deviation

Standard Error

28.32 28.28 37.01 22.17 28.28

8.54 20.00 16.55 11.09 20.00

Sigma

Mean

- 0.00 49.33

- 0.00 28.48

Table 58
Q.13 SEC.B What Other Types Of Stores Do You Buy Your Cigars From?

																=====		=====	======	=====
			KING TI	ENURE	(NOI	NG FRE	DNAL)	C	IGAR B	DAND	US	SE TIONAL				TRADI		CERY/	REST- AURANT /CIGAR	
	TOTAL PRE-	2 YEARS OR		11 OR	1 OR LESS PER		4+ PER	SMOKI	D MOS	T OFTEN	TOB/ PROD	ACCO DUCTS		OF SMC		-AL TOB-	TOB- ACCO	VENI- ENCE/		MAIL
	MIUM	LESS		YEARS						FUENTE							OUTLET			ORDER
Base: Buy Less Than 75% Of Your Cigars From Specific Type Of Store			100.0	17 100.0 28.3				100.0		100.0	17 100.0 28.3			29 100.0 48.3		25 100.0 41.7		9 100.0 15.0	100.0	6 100.0 10.0
Tobacco Shop or Smoke Shop	12 20.0 100.0	1 11.1 8.3		3 17.6 25.0			2 16.7 16.7	21.4	-	1 33.3 8.3		11 25.6 91.7	2 8.3 16.7		2 28.6 16.7	- - -		44.4 33.3		5 83.3 41.7
Drug Store		1 11.1 16.7	3 8.8 50.0	11.8		28.6 33.3	16.7		-	1 33.3 16.7		6 14.0 100.0		6.9 33.3		3 12.0 50.0	16.7	-	-	-
Grocery Store	3 5.0 100.0	-	1 2.9 33.3		7.7 33.3		8.3 33.3		-	- - -	- - -	7.0 100.0		6.9 66.7					- - -	-
Discount Department Store	6.7 100.0	11.1				1 14.3 25.0			- - -	-	2 11.8 50.0	4.7	8.3		1 14.3 25.0	8.0 50.0	-	1 11.1 25.0		-
Convenience Store or Mini-Mart or Newsstand		11.1	5.9 50.0	5.9		-	-	2 14.3 50.0	-	-	2 11.8 50.0				-	***	16.7	-	- -	- -
Restaurant or Cigar Bar		11.1	2.9 50.0		- - -	- - -	-	-	- -	-	•	4.7 100.0			-	1 4.0 50.0	-	1 11.1 50.0	•	-
Sport Club or Sporting Event	3.3 100.0	-		2 11.8 100.0	-	- - -	1 8.3 50.0		- -	-	1 5.9 50.0	1 2.3 50.0		1 3.4 50.0		1 4.0 50.0		-	-	1 16.7 50.0

Table 58
Q.13 SEC.B What Other Types Of Stores Do You Buy Your Cigars From?

																=====	======	=====	======	=====
		=====		ENURE	(NO	N-SEAS		С	IGAR B		US ADD I 1	SE FIONAL				TRADI		CERY/	REST- AURANT /CIGAR	
	TOTAL PRE- MIUM		3-10	11 OR MORE YEARS		2-3 Per Week	PER Week	MACA- NUDO	PART- AGAS	T OFTEN ARTURO FUENTE	PROD =====	OUCTS ====== NO	18-34	35-54	===== 55+	-AL TOB- ACCO SHOP	TOB-	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL ORDER
Base: Buy Less Than 75% Of Your Cigars From Specific Type Of Store	100.0	100.0	100.0	17 100.0 28.3	100.0	100.0	100.0	100.0	100.0	3 100.0 5.0	100 0	100 0	100 0	100 0	100.0	100.0	100.0	9 100.0 15.0	100.0	6 100.0 10.0
Mail Order Service or Catalog	25.0	2 22.2 13.3	17.6	7 41.2 46.7	30.8	28.6	25.0	14.3	66.7	1 33.3 6.7	29 4	10 23.3 66.7	20.8	31 n	1/. 3	8 32.0 53.3	77 7	2 22.2 13.3	:	- - -
Other	15.0	1 11.1 11.1	23.5	-	2 15.4 22.2	42.9	2 16.7 22.2	14.3	-		3 17.6 33.3	14.0	16.7	5 17.2 55.6	-		1 8.3 11.1			:
Don't know				3 17.6 33.3	7.7	-	2 16.7 22.2	28.6	33.3	-	23.5	11.6	16.7	10.3	28.6	3 12.0 33.3	33.3	1 11.1 11.1	1 100.0 11.1	- - -
Sigma	66 110.0 100.0	100.0	102.9	129.4	115.4	114.3	14 116.7 21.2	107.1	100.0	3 100.0 4.5	105.9	48 111.6 72.7	100.0	110.3	10 142.9 15.2	108 D	14 116.7 21.2	10 111.1 15.2		6 100.0 9.1

Table 59
Q.14 SEC.B Ever Bought Cigars Through A Mail Order Service Or Catalog?

															=====	======	=====	======	=====
	SMOK	ING TE	NURE		IG FREG					US				•	TRADI			REST - AURANT	
TOTAL	2	=====	44 00	1 OR			SMOKE		OFTEN	TOBA					-TION -AL		CON- VENI-	/CIGAR BAR/	
PRE-	YEARS OR	3-10	11 OR MORE		2-3 PER	4+ PER			ARTURO		OUCTS		OF SMO		TOB- ACCO	TOB- ACCO	ENCE/		MAIL
MIUM	LESS	YEARS	YEARS	WEEK	WEEK				FUENTE		NO		35-54			OUTLET			ORDER
====	=====	=====	=====	=====	=====	====	=====	=====	=====	=====	====	====	=====	=====	=====	======	====	======	=====
Base: Do Not Buy Cigars From A 341 Mail Order Service Or Catalog Most Often 100.0					100.0	100.0	100.0	100.0	100.0	100.0					225 100.0 66.0		25 100.0 7.3	6 100.0 1.8	-
Yes 92	15	41	36	19	17	16	15	5			61	32		15		15	1	1	_
27.0 100.0		25.5 44.6					20.5 16.3			25.6 33.7			28.9 47.8		-	26.8 16.3	4.0 1.1	16.7 1.1	-
No 249		120	51	76		26	-	_			159	131	108	10		41	24	5	_
73.0 100.0		74.5 48.2				61.9 10.4					72.3 63.9	80.4 52.6	71.1 43.4	40.0 4.0		73.2 16.5	96.0 9.6	83.3 2.0	-
Sigma 341	93	161	87	95	46	42	73	13	25	121	220	163	152	25	225	56	25	6	-
	100.0 27.3									100.0			100.0		100.0	100.0 16.4	100.0	100.0	-

Table 60 Q.1 SEC.C How Similar Would You Say Your Primary Brand Is To Your Secondary Brand?

	TOTAL		KING T	ENURE ======	(NOI ===== 1 OR	NG FREG N-SEASO	ONAL)	SMOKI		RAND I OFTEN	TOBA	IONAL	ACE	OF SMC	מאר	TRADI -TION -AL TOB-	TOB-	CERY/ CON- VENI-	REST- AURANT /CIGAR BAR/ SPORT	
	PRE- MIUM	OR LESS	YEARS	MORE YEARS	PER WEEK	PER WEEK	PER Week	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	ACCO SHOP	ACCO OUTLET	DIS- COUNT	CLUB/ EVENT	ORDER
Base: Have A Primary And Secondary Brand				100.0			100.0		6 100.0 5.1			83 100.0 70.9			10 100.0 8.5	74 100.0 63.2		3 100.0 2.6	1 100.0 0.9	13 100.0 11.1
Top 2 Box (Net)	40 34.2 100.0	33.3		37.0			7 35.0 17.5	2 10.5 5.0				29 34.9 72.5		15 31.3 37.5		26 35.1 65.0			- - -	
1 - Very Similar	11 9.4 100.0	1 3.0 9.1			1 3.7 9.1	1 8.3 9.1			- - -		4 11.8 36.4	8.4 63.6	5.1	5 10.4 45.5	30.0 27.3	6 8.1 54.5	3 17.6 27.3	-	-	2 15.4 18.2
2	29 24.8 100.0	10 30.3 34.5			9 33.3 31.0		10.0	-	- - -	6 54.5 20.7		22 26.5 75.9	17 28.8 58.6		20.0 6.9	20 27.0 69.0			-	2 15.4 6.9
3	42 35.9 100.0	15 45.5 35.7		33.3	11 40.7 26.2	2 16.7 4.8			4 66.7 9.5	3 27.3 7.1		29 34.9 69.0			30.0 7.1	22 29.7 52.4		2 66.7 4.8	1 100.0 2.4	
Bottom 2 Box (Net)	35 29.9 100.0		20 35.1 57.1							2 18.2 5.7	10 29.4 28.6	25 30.1 71.4		14 29.2 40.0			4 23.5 11.4	- - -	-	2 15.4 5.7
4	18 15.4 100.0			3 11.1 16.7		1 8.3 5.6	3 15.0 16.7				5 14.7 27.8	13 15.7 72.2		7 14.6 38.9		14 18.9 77.8		-	-	-
5 - Very Different		15.2		5 18.5 29.4			4 20.0 23.5					12 14.5 70.6				16.2		- - -	-	2 15.4 11.8

Table 60
Q.1 SEC.C How Similar Would You Say Your Primary Brand Is To Your Secondary Brand?

																=====	======	:====:	-=====	=====	
		SMOK	CING TE	NURE		IG FREG					US					TRADI		CERY/	REST- AURANT		
	70741	2		44 00	1 OR	2 7		SMOKE		T OFTEN	TOBA					-TION		VENI-	•		
	PRE-		3-10		PER	2-3 PER	4+ PER	MACA-	PART-	ARTURO	=====		=====		=====	TOB- ACCO	TOB- ACCO	DIS-	SPORT CLUB/	MAIL	
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34	35-54 =====	55+	SHOP	OUTLET	COUNT	EVENT	ORDER	
Base: Have A Primary And Secondary Brand	117 100.0 100.0	100.0	57 100.0 48.7	100.0	100.0		100.0			100.0		83 100.0 70.9		48 100.0 41.0		100.0		100.0	100.0	13 100.0 11.1	
Sigma		33 100.0 28.2	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	48 100.0 41.0	100.0	100.0	100.0	100.0	100.0	13 100.0 11.1	
Mean Base	117	33	57	27	27	12	20	19	6	11	34	83	59	48	10	74	17	3	1	13	
Mean	3.01	3.00	3.05	2.93	2.93	3.50	2.95	3.37	3.50	2.82	3.00	3.01	3.07	3.02	2.60	3.08	2.71	2.67	3.00	2.85	
Standard Deviation	1.17	1.06	1.16	1.36	1.04	1.51	1.47	1.16	0.84	1.17	1.21	1.16	1.11	1.18	1.51	1.20	1.26	0.58	-	1.21	
Standard Error	0.11	0.18	0.15	0.26	0.20	0.44	0.33	0.27	0.34	0.35	0.21	0.13	0.14	0.17	0.48	0.14	0.31	0.33	-	0.34	

Table 61
Q.2a1 SEC.C Flavor (Light-Bodied/Full-Bodied) Of Your Primary Brand

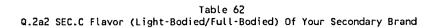
																=====	======	=====	======	=====
			KING T	-	(NO	NG FRE		6	. CAD D	A N D	US					TRADI		CERY/	REST- AURANT	
	TOTAL PRE-	2 YEARS		11 OR	1 OR LESS		4+	SMOK		OFTEN	TOB/ PROD	OUCTS		OF SMC		-TION -AL TOB-	TOB-	VENI- ENCE/	SPORT	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	PER WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET	COUNT	CLUB/ EVENT	ORDER
Base: Primary And Secondary Brand Are Different			100.0			100.0	7 100.0 20.0		2 100.0 5.7					14 100.0 40.0		26 100.0 74.3		-		2 100.0 5.7
Top 2 Box (Net)		28.6				16.7	1 14.3 14.3				2 20.0 28.6	5 20.0 71.4		2 14.3 28.6	-	6 23.1 85.7	25.0		-	- -
1 - Light-Bodied Flavor	1 2.9 100.0	-		1 12.5 100.0	- - -	-	- - -	-	- - -		1 10.0 100.0	-	1 5.3 100.0	-		1 3.8 100.0	-	-	-	- -
2			_			16.7	1 14.3 16.7				1 10.0 16.7					5 19.2 83.3	25.0	-	- - -	-
3			15.0			16.7	1 14.3 12.5		- - -					4 28.6 50.0			25.0			1 50.0 12.5
Bottom 2 Box (Net)	20 57.1 100.0						5 71.4 25.0				30.0 15.0			8 57.1 40.0	50.0 5.0		50.0	-	- -	1 50.0 5.0
4	12 34.3 100.0		10 50.0 83.3	12.5			57.1	1 14.3 8.3	1 50.0 8.3		2 20.0 16.7			3 21.4 25.0		10 38.5 83.3	50.0	-	- -	- -
5 - Full-Bodied Flavor			4 20.0 50.0				1 14.3 12.5	- - -		2 100.0 25.0				5 35.7 62.5			-	-	-	1 50.0 12.5

Table 61
Q.2a1 SEC.C Flavor (Light-Bodied/Full-Bodied) Of Your Primary Brand

																=====		======	======	=====	
						IG FREG													REST-		
		SMOK	CING TE	NURE	(NON)	I-SEASC	ONAL)				US	E				TRADI		CERY/	AURANT		
		=====	======	=====	=====	=====	=====	C	GAR B	RAND	ADDIT	IONAL				-TION		CON -	/CIGAR		
		2			1 OR			SMOKE	ED MOS	OFTEN	TOBA	CCO				-AL		VENI-	BAR/		
	TOTAL	YEARS		11 OR	LESS	2-3	4+	=====	=====	======	PROD	UCTS	AGE	OF SMC	KER	TOB-	TOB-	ENCE/	SPORT		
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO				======		ACCO	ACCO	DIS-	CLUB/	MAIL	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK		NUDO	AGAS	FUENTE	YES	NO	18-34	35-54		SHOP	OUTLET			ORDER	
	=====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	
Base: Primary And Secondary	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-	2	
Brand Are Different	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	_	100.0	
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7					40.0				_	-	5.7	
		20.0							- • •												
Sigma	35	7	20	8	6	6	7	7	2	2	10	- 25	19	14	2	26	4	-	-	2	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	_	-	100.0	į
				22.9										40.0						5.7	
	700.0	20.0	21.1	22.7			20.0	20.0	٠.,	· · · ·	20.0		34.3	40.0	٠.,	74.5				٠.,	
Mean Base	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	_	_	2	
		·		_	_	_	•		_	_					_					_	
Mean	3.57	3.14	3.75	3.50	2.83	3.83	3.71	2.86	3.00	5.00	3.10	3.76	3.37	3.79	4.00	3.58	3.25	-	-	4.00	J
																	*				
Standard Deviation	1.12	1.07	0.97	1.51	0.75	1.17	0.95	0.69	1.41	0.00	1.10	1.09	1.12	1.12	1.41	1.17	0.96	-	-	1.41	
					. •																
Standard Error	0.19	0.40	0.22	0.53	0.31	0.48	0.36	0.26	1.00	0.00	0.35	0.22	0.26	0.30	1.00	0.23	0.48	-	-	1.00	

Table 62 Q.2a2 SEC.C Flavor (Light-Bodied/Full-Bodied) Of Your Secondary Brand

			KING T		(NO	N-SEAS	QUENCY ONAL)		IGAR BI	RAND		SE FIONAL				TRADI		CERY/	REST- AURANT	
	TOTAL	2 YEARS		11 OR	1 OR LESS	2-3	4+	SMOK	ED MOS	OFTEN	TOBA		ACE	OF SMC	NED.	-AL TOB-	TOB-	VENI-		
	PRE- MIUM	OR LESS	YEARS	MORE YEARS	WEEK	PER WEEK	PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	=====: 18-34	====== 35-54	55±	ACCO	ACCO OUTLET	DIS-	SPORT CLUB/ EVENT	
Base: Primary And Secondary Brand Are Different	35 100.0	7 100.0	20 100.0	8 100.0	6 100.0	6 100.0		7 100.0	2 100.0	2 100.0	10	25 100.0	19 100.0	14 100.0	2 100.0	26	4	-		2 100.0 5.7
Top 2 Box (Net)	12 34.3 100.0		9 45.0 75.0	3 37.5 25.0		4 66.7 33.3	2 28.6 16.7	4 57.1 33.3	-		4 40.0 33.3	8 32.0 66.7	8 42.1 66.7	3 21.4 25.0	1 50.0 8.3	8 30.8 66.7	2 50.0 16.7	- -	-	• •
1 - Light-Bodied Flavor	5.7 100.0	-	1 5.0 50.0			1 16.7 50.0		- - -	-	-	- - -	2 8.0 100.0	1 5.3 50.0	-	1 50.0 50.0	1 3.8 50.0	1 25.0 50.0	- - -	- - -	-
2	10 28.6 100.0		8 40.0 80.0	2 25.0 20.0	3 50.0 30.0	3 50.0 30.0	1 14.3 10.0	4 57.1 40.0	-	-	4 40.0 40.0	6 24.0 60.0	7 36.8 70.0	3 21.4 30.0	-	7 26.9 70.0	1 25.0 10.0	-	-	- - -
3	6 17.1 100.0	1 14.3 16.7	20.0 66.7	1 12.5 16.7	1 16.7 16.7		1 14.3 16.7			-		6 24.0 100.0			- -	4 15.4 66.7	2 50.0 33.3	-	- - -	-
Bottom 2 Box (Net)	17 48.6 100.0			50.0 23.5				1 14.3 5.9	1 50.0 5.9		6 60.0 35.3	11 44.0 64.7	8 42.1 47.1	8 57.1 47.1	1 50.0 5.9	14 53.8 82.4		- -		2 100.0 11.8
4	8 22.9 100.0			1 12.5 12.5		1 16.7 12.5	1 14.3 12.5	1 14.3 12.5	1 50.0 12.5	1 50.0 12.5	3 30.0 37.5	5 20.0 62.5	3 15.8 37.5	4 28.6 50.0	1 50.0 12.5		•	-		1 50.0 12.5
5 - Full-Bodied Flavor	9 25.7 100.0		2 10.0 22.2			1 16.7 11.1		-	- - -		3 30.0 33.3			4 28.6 44.4		7 26.9 77.8		-		1 50.0 11.1



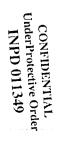
																=====	======	=====	======	=====
		SMOR	CING TI	ENURE	(NO	IG FREG	ONAL)	•	ICAD D		US					TRADI			REST - AURANT	
		=====				=====		_	IGAR B			IONAL				-TION		CON-	/CIGAR	
		2			1 OR					TOFTEN	TOBA					-AL		VENI-		
	TOTAL	YEARS		11 OR		2-3	4+			======		UCTS	AGE	OF SMC		TOB-	TOB-	•	SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-				=====		=====			ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
		_		_			_	_	_	_			40							
Base: Primary And Secondary	35		20		6			400 0	400.0	2		25	19	14	2		400.0	-	-	2
Brand Are Different		100.0						100.0						100.0			100.0			100.0
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.3	40.0	5.7	74.3	11.4	-	-	5.7
0:	70	-	70		,	,	7	7	2	2	10	25	19	14	2	26	,	_	-	2
Sigma	35	-	20	_	6	400.0		100 0	100 0	-					_					-
		100.0		100.0										100.0						100.0
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.5	40.0	5.7	74.3	11.4	-	-	5.7
Mean Base	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-	2
Mean	3 3/	4.43	2 05	3 38	2 83	2 67	3 57	2 57	3 50	4 50	3.50	3.28	3.21	3.64	2.50	3.46	2,25	_	-	4.50
mean	3.34	4.43	2.73	3.30	2,03	2.01	3.51	2.51	3.50	4.30	3.30	3.20	3.21	3.04	2.50	3.40	,			7.50
Standard Deviation	1.30	0.79	1.15	1.60	0.98	1.51	1.62	0.79	0.71	0.71	1.35	1.31	1.36	1.15	2.12	1.27	0.96	-	-	0.71
Standard Error	0.22	0.30	0.26	0.56	0.40	0.61	0.61	0.30	0.50	0.50	0.43	0.26	0.31	0.31	1.50	0.25	0.48	-	-	0.50

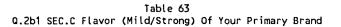
Table 63 Q.2b1 SEC.C Flavor (Mild/Strong) Of Your Primary Brand

																		יי ו כטיי		
																=====	======		======	=====
					CMOKI	NG FRE	OUTHOU											DRUG/		
		CMO	KING T	CHIDE															REST-	
						N-SEAS		_				SE				TRADI		CERY/	AURANT	
				=====		=====	=====	_	IGAR B			TIONAL				-TION		CON-	/CIGAR	
	TOT41	2			1 OR					T OFTEN		ACCO				-AL		VENI-	BAR/	
		YEARS			LESS		4+			======		DUCTS	AGE	OF SM	OKER	TOB-	TOB-	ENCE/	SPORT	
	PRE-	OR		MORE		PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO		CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHUD	OUTLET	COLINIT	EVENT	ODDED
	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	======	=====	======	=====
Ponce Deimon And Const																				
Base: Primary And Secondary	35				6		7	7	2				19	14			4	-	-	2
Brand Are Different		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	_		100.0
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.3	40.0	5.7	74.3	11.4	-		5.7
T. 2 B . 40																				3.,
Top 2 Box (Net)	9	_	3	3	3		1	3		•	5	4	6	3	-	6	1	-	_	1
	25.7	42.9	15.0	37.5	50.0	16.7	14.3	42.9	-	-	50.0	16.0	31.6	21.4	_	23.1	25.0	_	_	50.0
	100.0	33.3	33.3	33.3	33.3	11.1	11.1	33.3		-	55.6	44.4	66.7	33.3	-	66.7	11.1	-	_	11.1
4																				
1 - Mild Flavor	2		-	2	-	1	-	1	-	-	1	1	1	1	-	1	1	_	_	_
	5.7	-	-	25.0	-	16.7	-	14.3	-	-	10.0	4.0	5.3	7.1	-	3.8	25.0	_		_
	100.0	-	-	100.0	-	50.0	-	50.0	-	•	50.0		50.0	50.0	-		50.0	-	_	
•																	,,,,			
2	7	-	3	1	3		1	2	-	-	4	3	5	2	-	5	•	_		1
				12.5		-	14.3	28.6	•	-	40.0	12.0	26.3	14.3	-	19.2	-	_	-	50.0
	100.0	42.9	42.9	14.3	42.9	-	14.3	28.6	-	-	57.1	42.9	71.4	28.6		71.4	-	-	-	
7		_																		
3	_ 11	3	8	-	2			2		1	4	7	7	4	-	10	1	-	-	_
		42.9		•	33.3	33.3	28.6	28.6	50.0	50.0	40.0	28.0	36.8	28.6	-	38.5	25.0	-	-	-
	100.0	27.3	72.7	-	18.2	18.2	18.2	18.2	9.1	9.1	36.4	63.6	63.6	36.4	-	90.9	9.1	-	-	-
B-44 2.8			_																	
Bottom 2 Box (Net)	15	1	9	5	1	3	4	2	1	1	1	14	6	7	2	10	2	-	-	1
	42.9			62.5			57.1	28.6	50.0	50.0	10.0	56.0	31.6	50.0	100.0	38.5	50.0	-	-	50.0
	100.0	6.7	60.0	33.3	6.7	20.0	26.7	13.3	6.7	6.7	6.7	93.3	40.0	46.7	13.3	66.7	13.3	-	-	6.7
4	11	1	7	3	1	1	3	2	1	1	1	10	4	5	2	6	2	-	-	1
		14.3			16.7	16.7	42.9	28.6	50.0	50.0	10.0	40.0	21.1	35.7	100.0	23.1	50.0	-	-	50.0
	100.0	9.1	63.6	27.3	9.1	9.1	27.3	18.2	9.1	9.1	9.1				18.2		18.2	-	-	9.1
<u> </u>																				
5 - Strong Flavor	4	-	2	2	-	2	1	-	-	-	-	4	2	2	-	4	-	-	-	-
	11.4		10.0	25.0		33.3		-	-	-	-	16.0	10.5	14.3	-	15.4	-	-	-	•
	100.0	-	50.0	50.0	-	50.0	25.0	-	-	-	-	100.0	50.0	50.0	-	100.0	-	-	-	

NPD Custom Research

Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE





																=====	======	=====	-======	=====	
		SMO	KING TI	ENURE		NG FREG		_			US	_				TRAD1			REST- AURANT		
		=====	=====	=====	=====	=====:			IGAR B			IONAL				-TION		CON-	/CIGAR		
		2			1 OR					TOFTEN	TOBA					-AL		VENI-	-		
	TOTAL			11 OR		2-3	4+			======		DUCTS	AGE	OF SMO	DKER	TOB-	TOB-	ENCE/			
	PRE-	OR	3-10		PER	PER	PER				=====		=====	======		ACCO	ACCO	DIS-	CLUB/	MAIL	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER	
	=====	=====	====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	
Base: Primary And Secondary	35		20			6		7	2	2			19		2	26	4	-	-	2	
Brand Are Different	100.0	100.0						100.0				100.0					100.0	-	-	100.0	
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.3	40.0	5.7	74.3	11.4	-	-	5.7	
Sigma	35		20	_	_	-		7	2	2	10				2	26		-	-	2	
		100.0			100.0		100.0					100.0								100.0	
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.3	40.0	5.7	74.3	11.4	-	-	5.7	
Mean Base	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-	2	
Mean	7 27	2 71	3 40	3.25	2 67	3 50	3 57	2 71	3 50	3.50	2.50	3 52	3 05	3 36	4 nn	3.27	3.00	-	-	3.00	
rican	3.63		3.40	3.23	L.0.	3.50	3.3.		3.30	3.30		3.,,	3.03	3.30		J.L.					
Standard Deviation	1.09	0.76	0.88	1.67	0.82	1.52	0.98	1.11	0.71	0.71	0.85	1.05	1.08	1.15	0.00	1.08	1.41	-	-	1.41	
Standard Error	0.18	0.29	0.20	0.59	0.33	0.62	0.37	0.42	0.50	0.50	0.27	0.21	0.25	0.31	0.00	0.21	0.71	-	-	1.00	

Table 64 Q.2b2 SEC.C Flavor (Mild/Strong) Of Your Secondary Brand

																	=====		=====	======	=====
				KING T	ENURE	(NO	NG FREG	ONAL)	c	IGAR B	RAND	US ADD 13	SE TIONAL				TRADI		CERY/	REST - AURANT	
		TOTAL PRE-	2 YEARS		11 OR	1 OR LESS	2-3	4+	SMOKI	ED MOS	OFTEN	TOB/ PROD	ACCO DUCTS	AGE	OF SMO	OKER	-AL TOB-	TOB-	VENI-	/CIGAR BAR/ SPORT	
		MIUM	LESS	YEARS	MORE YEARS	WEEK	PER WEEK =====	PER WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	CHUD	ACCO OUTLET	COLINIT	CLUB/ EVENT	MAIL ORDER
Base: Primary And Secor Brand Are Different	ndary	35 100.0	7 100.0 20.0	20 100.0	8 100.0	6 100.0	6 100.0	7 100.0	7 100.0	2	2 100.0 5.7	10 100.0	25 100.0	19 100.0	14	2	26 100.0	4 100.0 11.4	-	-	2 100.0
Top 2 Box (Net)		12 34.3 100.0		8 40.0 66.7	37.5 25.0	3 50.0 25.0		2 28.6 16.7		- - -	-	3 30.0 25.0	9 36.0 75.0	8 42.1 66.7	3 21.4 25.0	1 50.0 8.3	7 26.9 58.3	3 75.0 25.0	-	-	- -
1 - Mild Flavor		3 8.6 100.0	-	5.0 33.3	2 25.0 66.7	-	33.3		1 14.3 33.3	- -	-		3 12.0 100.0	5.3 33.3	7.1 33.3	50.0 33.3	1 3.8 33.3	2 50.0 66.7		-	
2			1 14.3 11.1		1 12.5 11.1	3 50.0 33.3	1 16.7 11.1		3 42.9 33.3	- - -	-	3 30.0 33.3	6 24.0 66.7	7 36.8 77.8	2 14.3 22.2	- - -	6 23.1 66.7	1 25.0 11.1		-	-
3			1 14.3 11.1	7 35.0 77.8	1 12.5 11.1	1 16.7 11.1	1 16.7 11.1	3 42.9 33.3	28.6 22.2	1 50.0 11.1	-	2 20.0 22.2	7 28.0 77.8	4 21.1 44.4	5 35.7 55.6	- - -	8 30.8 88.9	1 25.0 11.1	-	- - -	- - -
Bottom 2 Box (Net)			5 71.4 35.7	5 25.0 35.7	4 50.0 28.6	2 33.3 14.3	2 33.3 14.3	28.6 14.3	1 14.3 7.1	1 50.0 7.1	2 100.0 14.3		9 36.0 64.3	7 36.8 50.0	6 42.9 42.9	1 50.0 7.1	11 42.3 78.6	-	-		2 100.0 14.3
4			1 14.3 11.1	5 25.0 55.6	37.5 33.3	2 33.3 22.2	2 33.3 22.2	1 14.3 11.1	1 14.3 11.1	• •	2 100.0 22.2	4 40.0 44.4	5 20.0 55.6		28.6 44.4	1 50.0 11.1	6 23.1 66.7	• •		- - -	2 100.0 22.2
5 - Strong Flavor		5 14.3 100.0	4 57.1 80.0	-	1 12.5 20.0	•	:	1 14.3 20.0	-	1 50.0 20.0	-	1 10.0 20.0	4 16.0 80.0	3 15.8 60.0	2 14.3 40.0		5 19.2 100.0	-	-	- - -	-
NPD Custom Research	CONFIDENTIAL UnderProtective Order					Proj∈	ect Y4V	/x007-1	- 0	GENERAL	CIGAR	ATTITU	DE AND	USAGE							

Table 64 Q.2b2 SEC.C Flavor (Mild/Strong) Of Your Secondary Brand

																=====		======	:=====	=====	
	TOTAL	SMOR	CING TE	ENURE	(NON ====== 1 OR	NG FREG N-SEASO ======		SMOKE		RAND FOFTEN	US ADDIT TOBA	IONAL	ACE	OF SMC	NED	TRADI -TION -AL TOB-	TOB-	CERY/ CON- VENI-	REST- AURANT /CIGAR BAR/ SPORT		
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34	35-54 =====	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER	
Base: Primary And Secondary Brand Are Different Sigma	100.0 35	100.0 20.0	57.1 20	100.0 22.9	100.0 17.1	17.1 6	20.0 7	7 100.0 20.0 7 100.0	5.7 2	100.0 5.7 2	100.0 28.6	71.4 25	54.3 19	14 100.0 40.0 14 100.0	5.7 2	74.3 26	100.0 11.4 4	-	-	2 100.0 5.7 2 100.0	
								20.0						40.0						5.7	
Mean Base	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-	2	
Mean	3.11	4.14	2.80	3.00	2.83	2.50	3.00	2.43	4.00	4.00	3.30	3.04	3.05	3.29	2.50	3.31	1.75	•	-	4.00	
Standard Deviation	1.21	1.21	0.89	1.51	0.98	1.38	1.29	0.98	1.41	0.00	1.06	1.27	1.22	1.14	2.12	1.16	0.96	-	-	0.00	ı
Standard Error	0.20	0.46	0.20	0.53	0.40	0.56	0.49	0.37	1.00	0.00	0.33	0.25	0.28	0.30	1.50	0.23	0.48	-	-	0.00	,

Table 65
Q.2c1 SEC.C Flavor (Simple/Complex) Of Your Primary Brand

																					_
			KING TI		(NO	NG FRE	ONAL)	r	IGAR BF	AND	US	SE TIONAL				TRADI		DRUG/ GRO- CERY/	REST - AURANT		•
		2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	SMOKI ===== MACA- NUDO	D MOST PART- AGAS	OFTEN ARTURO FUENTE	TOBA PROD ====== YES	ACCO DUCTS NO	18-34	35-54	55+	ACCO SHOP	TOB- ACCO OUTLET	VENI- ENCE/ DIS- COUNT	SPORT CLUB/ EVENT	MAIL ORDER	
Base: Primary And Secondary Brand Are Different	35 100.0	7 100.0	20 100.0	8 100.0	6 100.0	6 100.0	7 100.0	_	2 100.0	2 100.0	10	25 100.0	19 100.0	14 100.0	2 100.0	26	4	-	-	2 100.0 5.7	2
Top 2 Box (Net)			25.0					4 57.1 50.0	- - -		3 30.0 37.5					6 23.1 75.0		-	-	-	
1 - Simple Flavor	1 2.9 100.0	- - -	1 5.0 100.0		1 16.7 100.0	- - -		1 14.3 100.0	-		1 10.0 100.0	-		7.1 100.0		1 3.8 100.0	-	- -	-	-	-
2	7 20.0 100.0	28.6	20.0			1 16.7 14.3		3 42.9 42.9	-		2 20.0 28.6					5 19.2 71.4		-	- - -		-
3			6 30.0 60.0		33.3			1 14.3 10.0			2 20.0 20.0					6 23.1 60.0		-		50.0 10.0	0
Bottom 2 Box (Net)	17 48.6 100.0	57.1				4 66.7 23.5		2 28.6 11.8	1 50.0 5.9	2 100.0 11.8					2 100.0 11.8	53.8		-		50.0 5.9	0
4	10 28.6 100.0		5 25.0 50.0		16.7			1 14.3 10.0		1 50.0 10.0			5 26.3 50.0	5 35.7 50.0		9 34.6 90.0	-	-		50.0 10.0	0
5 - Complex Flavor		14.3	4 20.0 57.1		•		14.3	1 14.3 14.3		1 50.0 14.3	2 20.0 28.6					19.2		-	-	- -	- -

Table 65
Q.2c1 SEC.C Flavor (Simple/Complex) Of Your Primary Brand

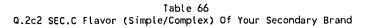
																	A1 1	1031 0	ILN	
																=====	======	======	:=====:	=====
					,													DRUG/		
					SMOKIN	IG FREG	UENCY											GRO-	REST-	
		CMOR	CING TE	MIDE		I-SEASO					บร	(F				TRADI		CERY/	AURANT	
		31101	CING IC	NORE	(1101	. JLMJC)NAL)		ICAD DI	AND		IONAL				-TION			/CIGAR	
		=====			4				IGAR BI										-	
		2			1 or		_	SMUKE	בט אט א	OFTEN	TOBA					-AL		VENI-		
	TOTAL	YEARS		11 OR	LESS	2-3	4+	=====		======		OUCTS	AGE	OF SMC	OKER	TOB-	TOB-		SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	======	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
			=====	=====	=====	=====	=====	=====	====	======	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
5 5 1 A 1 A 1 A 1 A 1 A 1 A 1 A 1 A 1 A	70	7	70		,		7	7	2	2	10	25	19	14	2	26	4	_	_	າ
Base: Primary And Secondary	35		20	_	400.0		400 0	400 0	400.0	400.0					400.0					100 0
Brand Are Different	100.0			100.0							100.0							-		100.0
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.3	40.0	5.7	74.3	11.4	-	-	5.7
Sigma	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-	2
o i gilia			100 0	100.0	100 0	100 0	100 0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	100.0
					17.1													-		5.7
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	3.1	5.1	20.0	11.4	54.5	40.0	2.1	14.5	11.7			J.,
							_		_	_					_	٠.	,			_
Mean Base	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	. 4	-	-	2
Mean	3.43	3.43	3.35	3.63	2,50	3.83	3.71	2.71	3.50	4.50	3.30	3.48	3.32	3.36	5.00	3.46	3.50	-	-	3.50
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	51.5																			
Chandand Davistian	1 12	1 17	1 18	1.06	1.05	1 17	0.05	1 38	0 71	0.71	1.34	1.05	1.06	1 15	0.00	1.14	1.73	_	_	0.71
Standard Deviation	1.12	1.13	1.10	1.00	1.05	1.17	0.75	1.50	0.71	J.11						••••				
					0 17	0 (0	0.7/	0 50	0.50	0.50	0 /3	0.21	0.2/	0.71	0 00	0 22	0.07		_	0.50
Standard Error	0.19	0.43	0.26	0.38	0.43	V.48	0.36	0.52	0.50	0.50	0.42	0.21	0.24	0.31	0.00	0.22	0.87	_	_	0.50

Table 66 Q.2c2 SEC.C Flavor (Simple/Complex) Of Your Secondary Brand

															-	=====	======	=====	======	=====
			KING T		(NOI	NG FRE	ONAL)	С	IGAR BI	RAND		SE TIONAL				TRADI		CERY/	REST- AURANT /CIGAR	
		2			1 OR			SMOK	ED MOS	OFTEN		ACCO				-AL		VENI-	-	
		YEARS		11 OR		2-3	4+					DUCTS		OF SM		TOB-	TOB-	ENCE/	SPORT	
	PRE- MIUM	OR		MORE		PER	PER	MACA-	PART-	ARTURO	=====:	=====					ACCO		CLUB/	
	=====	=====	=====	=====	#CCK	#EEK	MEEK	=====	=====	FUENTE	152	NU =====	18-34	35-54 =====	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Primary And Secondary Brand Are Different	35 100 0				6	6	7	7	2	2			19		2	26	4	-	-	2
	100.0	20.0	57.1	22.9	17.1		20.0			5.7	28.6	71.4	54.3	100.0		74.3	100.0 11.4	-	-	100.0 5.7
Top 2 Box (Net)	13	2	8	3	3	3	3	5	_	_	4	9	8	4	4	•				
			40.0				-	_	-	_		36.0			50.0	9 34.6	2 50.0	-	-	-
			61.5						-		30.8		61.5		7.7		15.4	-	-	-
1 - Simple Flavor	6	1	4	1	1	2	1	1		_	3	3	4	1	1	4	1	-	_	
·	17.1	14.3	20.0	12.5	16.7	33.3	14.3	14.3	-	-	_	12.0	21.1	7.1	50.0	15.4	25.0	-		-
	100.0	16.7	66.7	16.7	16.7	33.3	16.7	16.7	•	-	50.0	50.0	66.7	16.7	16.7	66.7	16.7	-	-	-
2	7	1	4	2	2	1	2	4	=	-	1	6	4	3	-	5	1	-	_	•
			20.0						-	-		24.0				19.2	25.0	-	-	-
	100.0	14.3	57.1	28.6	28.6	14.3	28.6	57.1	-	-	14.3	85.7	57.1	42.9	-	71.4	14.3	-	-	-
3	9		6	2	2	1	1	-	2	-	2	7	5	4	-	7	1	-	-	1
		14.3	30.0						100.0					28.6		26.9		•		50.0
	100.0	11.1	00.7	22.2	22.2	11.1	11.1	-	22.2	-	22.2	77.8	55.6	44.4	-	77.8	11.1	-	-	11.1
Bottom 2 Box (Net)	13	4	6	3	1	2	3	2	-	2	4	9	6	6	1	10	1	-	-	1
	37.1 100.0		30.0 46.2			33.3			-						50.0		25.0	-	•	
	100.0	30.0	40.2	23.1	7.7	15.4	23.1	15.4	•	15.4	30.8	69.2	46.2	46.2	7.7	76.9	7.7	-	-	7.7
4	_ 11	4	4	3	1	2	3	1	-	1	4	7	6	5	-	8	1	-	-	1
		57.1				33.3		14.3	-		40.0		31.6			30.8	25.0	-		50.0
	100.0	36.4	36.4	27.3	9.1	18.2	27.3	9.1	-	9.1	36.4	63.6	54.5	45.5	-	72.7	9.1	-	-	9.1
5 - Complex Flavor	2	-	2	-	-	-	-	1	-	1	-	2		1	1	2	-	-	-	-
	5.7 100.0		10.0	•.	-	-	-	14.3 50.0	-	50.0	-	8.0	-	7.1		7.7	-	-	-	-
	100.0	-	100.0	-	-	-	-	20.0	-	50.0	+	100.0	-	50.0	50.0	100.0	-	-	-	-

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Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE



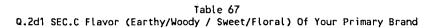
		SMOI	CING TI	NURE	(NO	NG FREG	ONAL)	c	ICAD D	AND	US	SE TONAL				TRADI		CERY/	REST- AURANT /CIGAR		
		2 YEARS	7 40	11 OR	1 OR LESS	2-3	4+	SMOKE	=====	T OFTEN	TOBA PROD	CCO OUCTS		OF SMC		-AL TOB-	TOB-	VENI- ENCE/	-		,
	PRE- MIUM =====	OR LESS	3-10 YEARS	MORE YEARS	PER WEEK	PER WEEK	PER WEEK =====	NUDO	AGAS	FUENTE	YES	NO =====		35 - 54 =====		SHOP	ACCO OUTLET	DIS- COUNT		ORDS	
Base: Primary And Secondary Brand Are Different	35 100.0 100.0	100.0			100.0			7 100.0 20.0		100.0	10 100.0 28.6					26 100.0 74.3	100.0		-	100 5	.0
Sigma		100.0		100.0	100.0			7 100.0 20.0		100.0	10 100.0 28.6						100.0			100 5	.0
Mean Base	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-		2
Mean	2.89	3.14	2.80	2.88	2.50	2.50	2.86	2.57	3.00	4.50	2.70	2.96	2.68	3.14	3.00	2.96	2.50	-	-	3.	50
Standard Deviation	1.21	1.21	1.28	1.13	1.05	1.38	1.21	1.40	0.00	0.71	1.34	1.17	1.16	1.10	2.83	1.22	1.29	-	-	0.	71
Standard Error	0.20	0.46	0.29	0.40	0.43	0.56	0.46	0.53	0.00	0.50	0.42	0.23	0.27	0.29	2.00	0.24	0.65	-	-	0.	50

Table 67
Q.2d1 SEC.C Flavor (Earthy/Woody / Sweet/Floral) Of Your Primary Brand

																=====	======	=====	======	=====
					SMOKT	NC EDE	QUENCY											DRUG/		
		SMO	KING T	ENURE		N-SEAS					119	SE				TRADI			REST-	
			=====					С	IGAR B	RAND		TIONAL				-TION			AURANT /CIGAR	
		2			1 OR			SMOK	ED MOS	TOFTEN		ACCO				-AL		VENI-		
		YEARS			LESS		4+			======		DUCTS		OF SM		TOB-	TOB-		SPORT	
	PRE-	OR		MORE		PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL
	MIUM	=====	1EAK5	1EARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Primary And Secondary	35	7	20		,	,	_	_		_										
Brand Are Different			100.0	100 n	100.0	100.0		100.0		100.0	10	25	19	14	2			-	-	2
	100.0	20.0	57.1	22.9	17.1	17 1	20.0	20.0	5.7		28 6	71.4	100.0	100.0					-	100.0
						••••	20.0	20.0	2.1	3.1	20.0	11.4	24.3	40.0	5.1	74.3	11.4	-	•	5.7
Top 2 Box (Net)	16	_		3	3	2		4	_	1	3	13	8	7	1	13	2	-	_	_
	45.7	42.9	50.0	37.5	50.0				100.0			52.0	42.1		50.0	50.0			-	-
	100.0	18.8	62.5	18.8	18.8	12.5	25.0	25.0	12.5	6.3	18.8	81.3	50.0	43.8	6.3	81.3	12.5	-	-	-
1 - Earthy/Woody Flavor	3	_	1	2	_	1	1	_	_		4	-					_			
,,	8.6	-	5.0		-	16 7	14.3	_		_	10.0	2 8.0	5.3	7.1	50.0	2 7.7		-	-	-
	100.0		33.3				33.3	_	٠.		33.3	66.7		33.3					-	-
_											33.3	0011	33.3	33.3	33.3	00.1	33.3	_		_
2	13	3	-	1	3	1	3	4	_	1	2	11	7	6	-	11	1	-	-	-
			45.0				42.9		100.0			44.0		42.9	-	42.3	25.0		-	-
	100.0	23.1	69.2	7.7	23.1	7.7	23.1	30.8	15.4	7.7	15.4	84.6	53.8	46.2	-	84.6	7.7	-	-	•
3	9	2	5	2	2	1	2	2	_	_	4	5	5	4		6	1			_
			25.0			16.7	28.6	_		_		20.0	-	28.6	-	23.1		-	_	2 100.0
	100.0		55.6							-		55.6				66.7				22.2
Bottom 2 Box (Net)	10	2	5	3	1	3	1	1	-	1	3	7	6	3	1	7	1	•	-	-
										50.0			31.6		50.0	26.9	25.0	-	-	-
	100.0	20.0	50.0	30.0	10.0	30.0	10.0	10.0	-	10.0	30.0	70.0	60.0	30.0	10.0	70.0	10.0	-	-	+
4	9	1	5	3	1	3	-	1	-	1	3	6	5	3	1	6	1			_
	25.7	14.3	25.0	37.5	16.7	50.0	-	14.3		-	_	24.0	-	21.4	50.0	23.1	25.0			-
	100.0	11.1	55.6	33.3	11.1	33.3	-	11.1	-			66.7		33.3	11.1	66.7	11.1	-	_	-
E. Constational Ele	_						_													
5 - Sweet/Floral Flavor	1	1/7	•	•	-	-	1	-	-	-	-	1	_ 1	-	-	_ 1	-	-	-	-
		14.3	-	•	-		14.3	-	-	-	-	4.0	5.3	•	-	3.8	-	-	-	-
	100.0	100.0	-	-	-	•	100.0	-	-	-	-	100.0	100.0	-	-	100.0	-	-	-	-

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		over.														=====	======	=====	======	=====	=
		SMOK	KING TI	ENURE	SMOKIN	IG FREG		C.	IGAR BI	O A N D	US	E IONAL				TRADI		CERY/	REST- AURANT /CIGAR		
	TOTAL PRE-	2 YEARS OR	3-10	11 OR	1 OR LESS PER	2-3 PER	4+ PER	SMOKE	D MOS	OFTEN	TOBA PROD	CCO OUCTS		OF SMC		-AL TOB- ACCO	TOB-	VENI-		MAIL	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34 =====	35-54 =====	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDE	R =
Base: Primary And Secondary Brand Are Different				8 100.0 22.9						100.0				14 100.0 40.0		26 100.0 74.3	4 100.0 11.4	-		100. 5.	
Sigma	35 100.0 100.0	100.0		8 100.0 22.9	100.0	100.0				100.0	100.0	100.0		14 100.0 40.0		100.0		-		100. 5.	
Mean Base	35	. 7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-		2
Mean	2.77	3.00	2.70	2.75	2.67	3.00	2.57	2.57	2.00	3.00	2.90	2.72	2.89	2.64	2.50	2.73	2.50	-	-	3.0	0
Standard Deviation	1.03	1.15	0.92	1.28	0.82	1.26	1.27	0.79	0.00	1.41	0.99	1.06	1.05	0.93	2.12	1.04	1.29	-	-	0.0	0
Standard Error	0.17	0.44	0.21	0.45	0.33	0.52	0.48	0.30	0.00	1.00	0.31	0.21	0.24	0.25	1.50	0.20	0.65	-	-	0.0	0

Table 68 Q.2d2 SEC.C Flavor (Earthy/Woody / Sweet/Floral) Of Your Secondary Brand

																=====	======	=====	======	=====
			KING T	ENURE	(NO	NG FRE	ONAL)	С	IGAR B	RAND		SE FIONAL				TRADI			REST- AURANT /CIGAR	
	TOTAL	2 VEADO		11 00	1 OR	2.7	,.			T OFTEN	TOB/	ACCO				-AL		VENI-	BAR/	
	PRE-	YEARS OR	3-10	11 OR MORE		2-3 PER	4+ PER			ARTURO		DUCTS		OF SMO		TOB-	TOB- ACCO	ENCE/	SPORT CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	=====	======	=====	=====	=====
Base: Primary And Secondary Brand Are Different	35 100.0 100.0		100.0	8 100.0 22.9					2 100.0 5.7		10 100.0 28.6		19 100.0 54.3	14 100.0 40.0	2 100.0 5.7		4 100.0 11.4	-	- - -	2 100.0 5.7
Top 2 Box (Net)	16	4	8	4	2	4	4	2	_	1	5	11	9		1	11	4			•
		57.1	40.0	50.0	33.3		57.1		-	50.0 6.3	50.0 31.3	44.0	47.4 56.3		50.0 6.3	42.3	25.0 6.3	•	-	2 100.0 12.5
1 - Earthy/Woody Flavor	6	2	3	1	-	2	3	_	-	-	2	4	5	-	1	5	1	_	-	-
	17.1 100.0	28.6 33.3		12.5 16.7	-	33.3 33.3		-	-	-	20.0 33.3		26.3 83.3	-	50.0 16.7	19.2 83.3	25.0 16.7	-	•	•
2	10	2	. 5	3	2	2	1	2	_	1	3	7	4	6	-	6	-	_	-	2
	28.6 100.0	28.6 20.0		37.5 30.0	33.3 20.0		14.3 10.0	28.6 20.0	-	50.0 10.0	30.0 30.0	28.0 70.0	21.1 40.0	42.9 60.0	-	23.1 60.0	-	-	<u>.</u> -	100.0
3	8	-	8	-	3	1	1	4	-	-	4	4	5	3	-	7		_	_	-
	22.9 100.0		40.0 100.0	-	50.0 37.5	16.7 12.5	14.3 12.5	57.1 50.0	-	-	40.0 50.0	16.0 50.0	26.3 62.5	21.4 37.5	-	26.9 87.5	-	-	-	-
Bottom 2 Box (Net)	11	3	4	4	1	1	2	1	2	1	1	10	5	5	1	8	3	-	-	-
	31.4 100.0	42.9 27.3		50.0 36.4	16.7 9.1	16.7 9.1			100.0 18.2	50.0 9.1	10.0 9.1	40.0 90.9	26.3 45.5		50.0 9.1	30.8 72.7	75.0 27.3	-	-	-
4	11	3	4	4	1	1	2	1	2	1	1	10	5	5	1	8	3	-	-	-
		42.9 27.3		50.0 36.4	16.7 9.1	16.7 9.1	28.6 18.2		100.0 18.2	50.0 9.1	10.0 9.1	40.0 90.9	26.3 45.5	35.7 45.5	50.0 9.1	30.8 72.7	75.0 27.3	-	-	<i>-</i>
Sigma	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-		2
	100.0			100.0	100.0			100.0	100.0 5.7	100.0 5.7			100.0 54.3	100.0	100.0		100.0 11.4	-	-	100.0 5.7
_					17.1	****	20.0			3.1	20.0	71.4	74.5	40.0	7.1	74.5	11.4			5.7
CONFI UnderPro INPD	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-	2
CONFIDENTIAL UnderProtective Order INPD 011359 Research NPD Custom Research					Proje	ect Y4\	/x007-1	1 - (GENERAI	CIGAR	ATTITU	JDE AND	USAGE	Ē						

Table 68
Q.2d2 SEC.C Flavor (Earthy/Woody / Sweet/Floral) Of Your Secondary Brand

																=====:	======	======	-=====	=====	
			CING TE			NG FREG	ONAL)	c	IGAR BI	RAND		SE FIONAL				TRADI -TION		CERY/	REST- AURANT /CIGAR		
		2			1 OR					OFTEN		ACCO				-AL		VENI-	•		
	TOTAL			11 OR	LESS	2-3	4+	=====	=====	======	PRO	OUCTS		OF SMC		TOB-	TOB-	ENCE/	SPORT		
	PRE-	OR			PER	PER	PER			,				======		ACCO		DIS-	CLUB/	MAIL	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER	
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	====	=====	=====	=====	=====	=====	
Base: Primary And Secondary	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-	2	
Brand Are Different	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	100.0	
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.3	40.0	5.7	74.3	11.4	-	-	5.7	
Mean	2.69	2.57	2.65	2.88	2.83	2.17	2.29	2.86	4.00	3.00	2.40	2.80	2.53	2.93	2.50	2.69	3.25	-	-	2.00	
Standard Deviation	1.11	1.40	0.99	1.25	0.75	1.17	1.38	0.69	0.00	1.41	0.97	1.15	1.17	0.92	2.12	1.12	1.50	-	-	0.00	
Standard Error	0.19	0.53	0.22	0.44	0.31	0.48	0.52	0.26	0.00	1.00	0.31	0.23	0.27	0.25	1.50	0.22	0.75	-	•	0.00	

Table 69 Q.2e1 SEC.C Flavor (Short Finish/Long Finish) Of Your Primary Brand

STORE PURCHASE CIGARS AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 1 OR SMOKED MOST OFTEN TOBACCO -AL VENI - BAR/ TOTAL YEARS 11 OR LESS 2-3 **PRODUCTS** AGE OF SMOKER TOB-ENCE/ SPORT OR 3-10 MORE PER MACA- PART- ARTURO ======== === ACCO PER DIS- CLUB/ LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT Base: Primary And Secondary 35 10 25 19 Brand Are Different 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 - 100.0 100.0 20.0 57.1 22.9 17.1 17.1 20.0 20.0 5.7 5.7 28.6 71.4 54.3 40.0 5.7 74.3 11.4 5.7 Top 2 Box (Net) 3 11.4 14.3 15.0 33.3 14.3 50.0 30.0 4.0 21.1 15.4 100.0 25.0 75.0 50.0 25.0 25.0 75.0 25.0 100.0 - 100.0 1 - Short Finish 2.9 5.0 16.7 50.0 10.0 5.3 3.8 100.0 - 100.0 100.0 100.0 100.0 - 100.0 - 100.0 2 3 2 14.3 10.0 16.7 14.3 20.0 4.0 15.8 - 11.5 33.3 66.7 100.0 33.3 33.3 66.7 33.3 100.0 - 100.0 3 2 2 2 2 20.0 11.4 33.3 14.3 20.0 8.0 15.8 7.1 7.7 25.0 100.0 - 100.0 50.0 25.0 50.0 50.0 75.0 25.0 50.0 25.0 Bottom 2 Box (Net) 25 13 8 3 57.1 65.0 100.0 66.7 66.7 85.7 85.7 50.0 50.0 50.0 80.0 57.9 85.7 100.0 69.2 75.0 100.0 16.0 52.0 32.0 16.0 16.0 24.0 24.0 4.0 4.0 20.0 80.0 44.0 48.0 8.0 12.0 8.0 10 6 8 2 42.9 30.0 25.0 33.3 42.9 57.1 16.7 50.0 10.0 40.0 31.6 35.7 30.8 50.0 100.0 27.3 54.5 18.2 18.2 9.1 27.3 36.4 9.1 9.1 90.9 54.5 45.5 72.7 18.2 5 - Long Finish 14 6 2 UnderProtective Order INPD 011361 14.3 35.0 75.0 33.3 50.0 42.9 28.6 50.0 40.0 40.0 26.3 50.0 100.0 38.5 25.0 100.0 CONFIDENTIAL 7.1 50.0 42.9 14.3 21.4 21.4 14.3 7.1 28.6 71.4 35.7 50.0 14.3 14.3

Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE

NPD Custom Research

Table 69
Q.2e1 SEC.C Flavor (Short Finish/Long Finish) Of Your Primary Brand

																=====	======	=====	======	=====
		SMO	CING T	ENURE		IG FREG			TCAD D	DAND	US					TRADI		CERY/	REST- AURANT	
		2		=====	1 OR	-====		_	IGAR BI ED MOS	T OFTEN		TIONAL				-TION -AL		VENI-	/CIGAR BAR/	
	TOTAL			11 OR		2-3	4+					UCTS		OF SMO			TOB-	-	SPORT	
	PRE- Mium	OR LESS	3-10	MORE YEARS	PER	PER WEEK	PER Week	MACA- NUDO	PART-	ARTURO FUENTE	YES	NO		35-54		ACCO SHOP	ACCO OUTLET	DIS-	CLUB/	MAIL ORDER
	=====	=====	=====	=====	=====	=====	#EEK	=====	=====	TOENTE	=====	====	=====	33-34	=====	3nor	=====	=====	EVENI	=====
Base: Primary And Secondary	35		20	-	6	6	7	7	_				19		2		4	-	-	2
Brand Are Different				100.0										100.0					-	100.0
	100.0	20.0	37.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	20.0	/1.4	24.3	40.0	5.1	74.3	11.4	-	-	5.7
Don't know	2	•		-	-	-	-	-	1	-	-	2	1	1	-	_	-	-	-	-
		28.6		-	-	-	-	-	,,,,			8.0	5.3			7.7	-	•	-	•
	100.0	100.0	-	•	-	-	-	-	50.0	-	-	100.0	50.0	50.0	-	100.0	-	•	-	-
Sigma	35	-	20		-	6	-	7	_				19		-				-	2
				100.0										100.0						100.0
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.5	40.0	. 5.7	74.5	11.4	-	-	5.7
Mean Base	33	5	20	8	6	6	7	7	1	2	10	23	18	13	2	24	4	-	-	2
Mean	4.03	3.80	3.80	4.75	4.00	3.67	4.14	4.14	4.00	3.00	3.50	4.26	3.61	4.46	5.00	3.96	4.00	-	-	5.00
Standard Deviation	1.10	1.10	1.20	0.46	0.89	1.75	1.07	0.69	-	2.83	1.51	0.81	1.24	0.66	0.00	1.20	0.82	-	-	0.00
Standard Error	0.19	0.49	0.27	0.16	0.37	0.71	0.40	0.26		2.00	0.48	0.17	0.29	0.18	0.00	0.24	0.41	_	-	0.00

Table 70 Q.2e2 SEC.C Flavor (Short Finish/Long Finish) Of Your Secondary Brand

																=====	======	=====	======	=====
			KING T		(NO	NG FRE	DNAL)					SE				TRADI			REST- AURANT	
	TOTAL PRE-	2 YEARS		11 OR MORE	1 OR LESS		4+ PER	SMOK =====	=====	RAND TOFTEN ====== ARTURO	TOB.	TIONAL ACCO DUCTS	AGE	OF SM	OKER	-TION -AL TOB-	TOB-	VENI- ENCE/	SPORT	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	GUHO	ACCO OUTLET	COLINIT	CLUB/ EVENT	MAIL ORDER
Base: Primary And Secondary Brand Are Different	35 100.0 100.0	100.0	100.0	8 100.0 22.9	6 100.0 17.1	6 100.0 17.1	7 100.0 20.0	7 100.0 20.0	2 100.0 5.7		10 100.0 28.6	25 100.0 71.4	19 100.0 54.3		2 100.0 5.7	26 100.0 74.3	4 100.0 11.4			2 100.0 5.7
Top 2 Box (Net)	7 20.0 100.0	14.3	5 25.0 71.4	1 12.5 14.3	1 16.7 14.3	2 33.3 28.6	1 14.3 14.3	1 14.3 14.3				5 20.0 71.4				3 11.5 42.9	2 50.0 28.6	-	- - -	• •
1 - Short Finish	5.7 100.0	-	5.0 50.0		-		1 14.3 50.0	• •	-	-	:	8.0 100.0	1 5.3 50.0		1 50.0 50.0	:	1 25.0 50.0		-	- -
2	5 14.3 100.0	14.3			1 16.7 20.0		-	1 14.3 20.0	- - -	-	2 20.0 40.0	3 12.0 60.0				3 11.5 60.0	1 25.0 20.0		- - -	
3	9 25.7 100.0	28.6	7 35.0 77.8		3 50.0 33.3		2 28.6 22.2				3 30.0 33.3	6 24.0 66.7		7.1 11.1		8 30.8 88.9	1 25.0 11.1	- - -	- -	•
Bottom 2 Box (Net)	17 48.6 100.0	28.6	8 40.0 47.1		2 33.3 11.8		4 57.1 23.5		1 50.0 5.9	2 100.0 11.8	5 50.0 29.4	12 48.0 70.6	5 26.3 29.4	11 78.6 64.7	1 50.0 5.9	13 50.0 76.5	1 25.0 5.9	- - -		2 100.0 11.8
4	8 22.9 100.0	14.3		25.0 25.0	1 16.7 12.5						1 10.0 12.5	7 28.0 87.5				7 26.9 87.5	1 25.0 12.5	- -	- - -	-
5 - Long Finish		14.3		5 62.5 55.6				1 14.3 11.1		2 100.0 22.2		5 20.0 55.6			1 50.0 11.1	6 23.1 66.7	-	-		2 100.0 22.2

Table 70 Q.2e2 SEC.C Flavor (Short Finish/Long Finish) Of Your Secondary Brand

																=====	======	=====	======	=====	
		SMO	KING TI	ENURE		NG FREG		•		D.4.11D	US					TRADI			REST- AURANT		
	TOTAL			11 OR		2-3	4+	SMOK	=====	T OFTEN	TOBA	TIONAL ACCO DUCTS	AGE	OF SM	OKER	-TION -AL TOB-	TOB-	VENI-	/CIGAR BAR/ SPORT		
	PRE- MIUM	OR LESS	3-10 YEARS =====	MORE YEARS	PER WEEK	PER WEEK	PER WEEK			ARTURO FUENTE	YES	NO =====		35-54 =====		ACCO SHOP	ACCO OUTLET	DIS- COUNT	CLUB/ EVENT	MAIL ORDER	
Base: Primary And Secondary Brand Are Different	35 100.0 100.0	100.0	20 100.0 57.1	8 100.0 22.9	6 100.0 17.1	100.0	7 100.0 20.0	7 100.0 20.0	2 100.0 5.7	100.0	100.0			14 100.0 40.0			100.0	-	- - -	2 100.0 5.7	
Don't know	2 5.7 100.0	2 28.6 100.0			-	-	- - -	-				2 8.0 100.0				7.7 100.0		-	-	-	
Sigma		100.0		8 100.0 22.9		100.0	100.0			100.0	100.0	100.0		14 100.0 40.0		100.0	100.0	-	-	2 100.0 5.7	
Mean Base	33	5	20	8	, 6	6	7	7	1	2	10	23	18	13	2	24	4	-	-	2	
Mean	3.52	3.40	3.25	4.25	3.33	3.67	3.43	3.43	4.00	5.00	3.70	3.43	3.11	4.15	3.00	3.67	2.50	-	-	5.00	
Standard Deviation	1.23	1.14	1.12	1.39	1.03	1.37	1.27	0.98	-	0.00	1.25	1.24	1.13	0.90	2.83	1.01	1.29	-	-	0.00	
Standard Error	0.21	0.51	0.25	0.49	0.42	0.56	0.48	0.37	-	0.00	0.40	0.26	0.27	0.25	2.00	0.21	0.65		-	0.00	

Table 71 Q.2f1 SEC.C Flavor (Smooth, Creamy/Spicy) Of Your Primary Brand

																		11031 0		
			KING T		(NO	N-SEAS					U	SE				TRADI	=====	DRUG/ GRO-	REST-	
	TOTAL PRE-	2 YEARS OR			1 OR LESS		4+ PER	SMOK	=====	RAND T OFTEN ====== ARTURO	TOB. PRO	TIONAL ACCO DUCTS	AGE	OF SM	OKER	-TION -AL TOB-	TOB-	CON- VENI- ENCE/	/CIGAR BAR/ SPORT	
	MIUM =====	LESS	YEAR\$	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YEC	NO	10-7/	7E E/	EE.	01100	ACCO OUTLET		CLUB/ EVENT	
Base: Primary And Secondary Brand Are Different	35 100.0	7 100.0		8 100.0	6 100.0	6 100.0	7 100.0	7 100.0	100.0	2 100.0	10 100.0	25	19 100.0	14 100.0	2	26	4	-		2 100.0 5.7
Top 2 Box (Net)		3 42.9 37.5	1 5.0 12.5	4 50.0 50.0	1 16.7 12.5	1 16.7 12.5	1 14.3 12.5	3 42.9 37.5	-	-	3 30.0 37.5	5 20.0 62.5	3 15.8 37.5	4 28.6 50.0	1 50.0 12.5	4 15.4 50.0	2 50.0 25.0	-		1 50.0 12.5
1 - Smooth, Creamy Flavor	5 14.3 100.0	1 14.3 20.0	1 5.0 20.0		-	-	1 14.3 20.0	-	- - -	• •	2 20.0 40.0	3 12.0 60.0	2 10.5 40.0	2 14.3 40.0	1 50.0 20.0	3 11.5 60.0	1 25.0 20.0	- - -	- - -	- - -
2	8.6 100.0	2 28.6 66.7		1 12.5 33.3				3 42.9 100.0	-	-		8.0 66.7	1 5.3 33.3		- - -	1 3.8 33.3	1 25.0 33.3	-	- - -	1 50.0 33.3
3	17 48.6 100.0	3 42.9 17.6	12 60.0 70.6	2 25.0 11.8	4 66.7 23.5	3 50.0 17.6	3 42.9 17.6	3 42.9 17.6	2 100.0 11.8	2 100.0 11.8	4 40.0 23.5	13 52.0 76.5	10 52.6 58.8	6 42.9 35.3	1 50.0 5.9	13 50.0 76.5	1 25.0 5.9	- - -	-	1 50.0 5.9
Bottom 2 Box (Net)	9 25.7 100.0	1 14.3 11.1	7 35.0 77.8	1 12.5 11.1	1 16.7 11.1	2 33.3 22.2	3 42.9 33.3	1 14.3 11.1	-	-	3 30.0 33.3	6 24.0 66.7	6 31.6 66.7	3 21.4 33.3		8 30.8 88.9	1 25.0 11.1	- - -	-	
4	7 20.0 100.0	1 14.3 14.3	5 25.0 71.4	1 12.5 14.3	1 16.7 14.3	2 33.3 28.6	1 14.3 14.3	1 14.3 14.3	-	:	3 30.0 42.9	4 16.0 57.1	5 26.3 71.4	2 14.3 28.6	-	6 23.1 85.7	1 25.0 14.3	- -	-	
5 - Spicy Flavor	2 5.7 100.0		2 10.0 100.0	-	- - -	- -	28.6 100.0	- -	-		- - -	2 8.0 100.0	1 5.3 50.0	7.1 50.0	- -	7.7 100.0	-		-	- -

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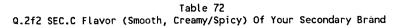
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Table 71
Q.2f1 SEC.C Flavor (Smooth, Creamy/Spicy) Of Your Primary Brand

																=====		=====	======	======
·		SMO	KING T	ENURE		NG FREG		С	IGAR B	RAND	US ADD 11	SE FIONAL				TRADI		DRUG/ GRO- CERY/ CON-	REST-	
		2			1 OR					T OFTEN	TOBA					-AL		VENI-	-	
	TOTAL	YEARS		11 OR		2-3	4+			======		OUCTS	AGE	OF SMC	KFR	TOB-	TOB-		SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====			======			ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS		YEARS			WEEK	NUDO		FUENTE		NO		35-54		SHOP	OUTLET		EVENT	ORDER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	=====	=====	=====	======	=====	======	=====
Base: Primary And Secondary	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	_	2
Brand Are Different		100.0			100.0	100.0	100.0	100.0	100.0	_					_	100.0	100.0			100.0
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7				54.3			74.3		-		5.7
Don't know	1	-	-	1	-	-	-	-	-	-	_	1	_	1	-	1				-
	2.9	-	-	12.5	-	-	-	-	-	-	-	4.0	-	7.1	-	3.8	_	_	-	-
	100.0	-		100.0		-	-	-	-	-	-	100.0	-	100.0	-	100.0	-	-		-
Sigma	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-		2
-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-		100.0
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.3	40.0	5.7	74.3	11.4	-		5.7
Mean Base	34	. 7	20	7	6	6	7	7	2	2	10	24	19	13	2	25	4	-		2
Mean	2.94	2.57	3.35	2.14	3.00	3.17	3.43	2.71	3.00	3.00	2.80	3.00	3.11	2.85	2.00	3.12	2.50	-		2.50
Standard Deviation	1.07	0.98	0.88	1.21	0.63	0.75	1.40	0.76	0.00	0.00	1.14	1.06	0.99	1.14	1.41	1.05	1.29	-	•	0.71
Standard Error	0.18	0.37	0.20	0.46	0.26	0.31	0.53	0.29	0.00	0.00	0.36	0.22	0.23	0.32	1.00	0.21	0.65	-	-	0.50

Table 72 Q.2f2 SEC.C Flavor (Smooth, Creamy/Spicy) Of Your Secondary Brand

	:	=====	CING TE	ENURE	(NOI	NG FREG N-SEASO	ONAL)		IGAR BI		ADD I	SE TIONAL				TRADI		CERY/ CON-	REST- AURANT /CIGAR	
	TOTAL Y PRE- MIUM !	OR LESS	YEARS	MORE YEARS	WEEK	PER WEEK	4+ PER WEEK	MACA- NUDO	PART- AGAS	OFTEN ARTURO FUENTE	YES	DUCTS ====== NO	18-34	35-54	55+	ACCO SHOP	OUTLET	DIS- COUNT	SPORT CLUB/	MAIL ORDER
Base: Primary And Secondary Brand Are Different	35 100.0 100.0	7 100.0 20.0	20 100.0 57.1	8 100.0 22.9	6 100.0 17.1	6 100.0 17.1	100.0	100.0	2 100.0 5.7	2 100.0 5.7							4 100.0 11.4	-	-	2 100.0 5.7
Top 2 Box (Net)	18 51.4 100.0	2 28.6 11.1	13 65.0 72.2	3 37.5 16.7	2 33.3 11.1	4 66.7 22.2	3 42.9 16.7	3 42.9 16.7	-			12 48.0 66.7				13 50.0 72.2		-	- - -	-
1 - Smooth, Creamy Flavor	2 5.7 100.0	- -	1 5.0 50.0		-	-	1 14.3 50.0	- - -	- - -		1 10.0 50.0		5.3 50.0	7.1 50.0		7.7 100.0	- - -	-	- - -	- -
2	16 45.7 100.0	2 28.6 12.5			2 33.3 12.5	4 66.7 25.0			- - -			11 44.0 68.8	12 63.2 75.0	4 28.6 25.0	- - -		3 75.0 18.8	- -	-	-
3	8 22.9 100.0	1 14.3 12.5		3 37.5 37.5	2 33.3 25.0		28.6	28.6 25.0		1 50.0 12.5		6 24.0 75.0				19.2	1 25.0 12.5	- - -	- -	1 50.0 12.5
Bottom 2 Box (Net)			3 15.0 37.5	1 12.5 12.5		2 33.3 25.0		28.6 25.0	1 50.0 12.5	1 50.0 12.5		6 24.0 75.0			:	7 26.9 87.5	- - -		- -	1 50.0 12.5
4	6 17.1 100.0							1 14.3 16.7		1 50.0 16.7	1 10.0 16.7	5 20.0 83.3				6 23.1 100.0	:	-	-	-
5 - Spicy Flavor	2 5.7 100.0 1		-	-	1 16.7 50.0		1 14.3 50.0		-		1 10.0 50.0	1 4.0 50.0		2 14.3 100.0	- -	1 3.8 50.0		- - -	- -	1 50.0 50.0



																=====	======	=====	======	=====	
		SMOKING TENURE				IG FREG	ONAL)	C	IGAR BI	DAND	US ADD I T					TRADI			REST- AURANT /CIGAR		
	TOTAL	2 YEARS		11 OR	1 OR	2-3	4+	SMOKE	ED MOS	T OFTEN	TOBA		AGE	OF SMC	OKER	-AL	TOB-	VENI- ENCE/	BAR/		
	PRE- MIUM	OR Less	3-10 YEARS	MORE YEARS		PER Week	PER Week			ARTURO FUENTE	YES	NO	18-34	35-54		ACCO SHOP	ACCO OUTLET	DIS- COUNT	CLUB/ EVENT	MAIL ORDER	:
	2222	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	. 2222	
Base: Primary And Secondary Brand Are Different		100.0		100.0	100.0						10 100.0							-		100.0)
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.3	40.0	5.7	74.3	11.4	•	•	5.7	
Don't know	1 2.9	-	-	1 12.5	-	-	-	-	•		-	1 4.0	-	1 7.1	-	1 3.8	-	-		. <u>.</u>	
	100.0		-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	100.0	-	-	•		
Sigma	35 100.0		20 100.0		6 100.0	6 100.0					100.0	100.0				100.0	100.0	-		100.0)
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.3	40.0	5.7	74.3	11.4	-	-	5.7	,
Mean Base	34	. 7	20	7	6	6	7	7	2	2	10	24	19	13	2	25	4	-		. 2	2
Mean	2.71	3.57	2.45	2.57	3.17	2.67	2.86	3.00	3.50	3.50	2.60	2.75	2.42	3.08	3.00	2.72	2.25	-	-	4.00	}
Standard Deviation	1.03	1.27	0.83	0.98	1.17	1.03	1.35	1.15	0.71	0.71	1.17	0.99	0.84	1.26	0.00	1.06	0.50	-	-	- 1.41	i
Standard Error	0.18	0.48	0.18	0.37	0.48	0.42	0.51	0.44	0.50	0.50	0.37	0.20	0.19	0.35	0.00	0.21	0.25	-		- 1.00)

Table 73 Q.2g1 SEC.C Physical Appearance (Dark Wrapper/Light Wrapper) Of Your Primary Brand

STORE PURCHASE CIGARS AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 1 OR SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ **PRODUCTS** AGE OF SMOKER TOB-TOB-ENCE/ SPORT 3-10 MORE PER PER MACA- PART- ARTURO ========= ====== ACCO ACCO DIS- CLUB/ MAIL MIUM LESS YEARS YEARS WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT ORDER Base: Primary And Secondary 35 8 6 6 10 Brand Are Different 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 - 100.0 100.0 20.0 57.1 22.9 17.1 17.1 20.0 20.0 5.7 5.7 28.6 71.4 54.3 40.0 5.7 74.3 11.4 5.7 Top 2 Box (Net) 2 34.3 42.9 25.0 50.0 33.3 16.7 28.6 28.6 50.0 50.0 20.0 40.0 15.8 50.0 100.0 25.0 100.0 100.0 25.0 41.7 33.3 16.7 8.3 16.7 16.7 8.3 8.3 16.7 83.3 25.0 58.3 16.7 8.3 - 16.7 1 - Dark Wrapper 2 3 2 17.1 14.3 10.0 37.5 16.7 16.7 14.3 14.3 10.0 20.0 5.3 28.6 50.0 7.7 25.0 100.0 100.0 16.7 33.3 50.0 16.7 16.7 16.7 16.7 - 16.7 83.3 16.7 66.7 16.7 33.3 16.7 33.3 2 17.1 15.0 16.7 28.6 12.5 14.3 14.3 50.0 50.0 10.0 20.0 10.5 21.4 50.0 23.1 100.0 33.3 50.0 16.7 16.7 - 16.7 16.7 16.7 16.7 16.7 83.3 33.3 50.0 16.7 100.0 3 4 3 2 2 11.4 15.0 12.5 16.7 14.3 14.3 10.0 12.0 10.5 14.3 - 11.5 25.0 100.0 75.0 25.0 25.0 25.0 25.0 25.0 75.0 50.0 50.0 - 75.0 25.0 Bottom 2 Box (Net) 12 15 2 57.1 60.0 37.5 66.7 66.7 57.1 57.1 50.0 50.0 70.0 48.0 73.7 35.7 57.7 50.0 21.1 63.2 15.8 21.1 21.1 21.1 21.1 5.3 5.3 36.8 63.2 73.7 26.3 - 78.9 10.5 10 2 3 3 6 3 7 7 3 8 28.6 42.9 30.0 12.5 33.3 16.7 42.9 42.9 50.0 - 30.0 28.0 36.8 21.4 30.8 25.0 100.0 30.0 60.0 10.0 20.0 10.0 30.0 30.0 10.0 - 30.0 70.0 70.0 30.0 - 80.0 10.0 5 - Light Wrapper 25.7 14.3 30.0 25.0 33.3 50.0 14.3 14.3 50.0 40.0 20.0 26.9 36.8 14.3 25.0 CONFIDENTIAL UnderProtective Order INPD 011369 100.0 11.1 66.7 22.2 22.2 33.3 11.1 11.1 11.1 44.4 55.6 77.8 22.2 - 77.8 11.1

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Table 73
Q.2g1 SEC.C Physical Appearance (Dark Wrapper/Light Wrapper) Of Your Primary Brand

																=====	======	=====	======	====	==
		SMO	CING T	ENURE		I-SEAS	ONAL)	٠.	IGAR B	DAND	US	E IONAL				TRADI		CERY/	REST- AURANT /CIGAR		
	TOTAL PRE-	2 YEARS OR	3-10	11 OR	1 OR	2-3 PER	4+ PER	SMOKI	ED MOS	T OFTEN	TOBA PROD	CCO OUCTS		OF SMC		-AL TOB- ACCO	TOB- ACCO	VENI-	-	MAIL	L
	MIUM	LESS	YEARS	YEARS	week	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34 =====	35-54 =====	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDE	ER ==
Base: Primary And Secondary Brand Are Different	35 100.0 100.0	100.0		8 100.0 22.9						100.0				14 100.0 40.0		26 100.0 74.3		-	-	100. 5.	2 .0 .7
Sigma		100.0		8 100.0 22.9	100.0					100.0	100.0	100.0		14 100.0 40.0			100.0		-	100 5	2 .0 .7
Mean Base	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-		2
Mean	3.29	3.14	3.55	2.75	3.50	3.83	3.29	3.29	3.00	3.50	3.80	3.08	3.89	2.71	1.50	3.46	3.25	-	-	1.0	00
Standard Deviation	1.47	1.46	1.36	1.75	1.64	1.60	1.38	1.38	1.41	2.12	1.40	1.47	1.20	1.49	0.71	1.33	1.71	-	-	0.0	00
Standard Error	0.25	0.55	0.30	0.62	0.67	0.65	0.52	0.52	1.00	1.50	0.44	0.29	0.27	0.40	0.50	0.26	0.85	-	-	0.0	00

Table 74 Q.2g2 SEC.C Physical Appearance (Dark Wrapper/Light Wrapper) Of Your Secondary Brand

STORE PURCHASE CIGARS AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 1 OR SMOKED MOST OFTEN TOBACCO -AI VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ **PRODUCTS** AGE OF SMOKER TOB-TOB-ENCE/ SPORT 3-10 MORE PER MACA- PART- ARTURO ======== === ACCO PER PER ACCO DIS- CLUB/ YEARS YEARS WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT Base: Primary And Secondary 35 2 2 10 25 19 2 Brand Are Different 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 - 100.0 20.0 57.1 22.9 17.1 17.1 20.0 20.0 5.7 28.6 71.4 54.3 40.0 5.7 5.7 74.3 11.4 5.7 Top 2 Box (Net) 37.1 14.3 45.0 37.5 50.0 33.3 28.6 57.1 50.0 40.0 36.0 26.3 50.0 50.0 34.6 - 100.0 7.7 69.2 23.1 23.1 15.4 15.4 30.8 7.7 30.8 69.2 38.5 53.8 7.7 69.2 15.4 1 - Dark Wrapper 2 2 5 2 17.1 14.3 10.0 37.5 16.7 14.3 33.3 28.6 20.0 16.0 5.3 35.7 - 100.0 11.5 16.7 33.3 50.0 33.3 16.7 16.7 33.3 33.3 66.7 16.7 83.3 50.0 33.3 2 20.0 - 35.0 16.7 14.3 28.6 16.7 50.0 20.0 20.0 21.1 14.3 50.0 23.1 100.0 - 100.0 14.3 14.3 14.3 28.6 14.3 28.6 71.4 57.1 28.6 14.3 85.7 3 2 2 6 3 5 2 20.0 28.6 10.0 37.5 - 16.7 14.3 28.6 100.0 - 10.0 24.0 15.8 28.6 - 19.2 50.0 100.0 28.6 28.6 42.9 14.3 14.3 28.6 28.6 14.3 85.7 42.9 57.1 28.6 Bottom 2 Box (Net) 15 10 2 42.9 57.1 45.0 25.0 50.0 50.0 57.1 14.3 50.0 50.0 40.0 57.9 21.4 50.0 46.2 50.0 100.0 26.7 60.0 13.3 20.0 20.0 26.7 6.7 6.7 33.3 66.7 73.3 20.0 80.0 13.3 6.7 3 2 3 3 14.3 28.6 15.0 33.3 28.6 14.3 20.0 12.0 15.8 14.3 - 19.2 100.0 40.0 60.0 40.0 40.0 20.0 40.0 60.0 60.0 40.0 - 100.0 5 - Light Wrapper 10

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28.6 28.6 30.0

25.0

100.0 20.0 60.0 20.0 10.0 30.0 20.0

16.7

50.0

28.6

50.0

30.0

28.0

42.1

10.0 30.0 70.0 80.0 10.0 10.0 70.0

7.1

50.0

26.9

50.0

20.0

2

3

Table 74
Q.2g2 SEC.C Physical Appearance (Dark Wrapper/Light Wrapper) Of Your Secondary Brand

																=====	======	=====	======	=====	:=
	TOTAL PRE-		(ING TI	11 OR	(NOR ===== 1 OR	NG FREC N-SEASC ====== 2-3 PER	ONAL)	SMOKI	=====	RAND T OFTEN ====== ARTURO	TOBA PROD	IONAL ACCO DUCTS		OF SMO		TRADI -TION -AL TOB- ACCO	TOB- ACCO	CERY/ CON- VENI- ENCE/	REST- AURANT /CIGAR		
	MIUM	LESS		YEARS		WEEK	WEEK		AGAS	FUENTE	YES	NO		35-54			OUTLET			ORDE	_
	=====	=====	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	=====	====	==
Base: Primary And Secondary Brand Are Different		7 100.0 20.0		100.0	100.0	100.0	100.0		100.0	100.0		100.0		100.0	100.0		4 100.0 11.4	-	-	100. 5.	.0
Sigma	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	•	-		2
-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	100.	.0
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.3	40.0	5.7	74.3	11.4	-	-	5.	.7
Mean Base	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-		2
Mean	3.17	3.57	3.20	2.75	2.83	3.50	3.43	2.29	3.00	3.50	3.20	3.16	3.68	2.43	3.50	3.27	4.00	-	-	1.0	00
Standard Deviation	1.48	1.40	1.47	1.67	1.72	1.76	1.51	1,11	0.00	2.12	1.62	1.46	1.38	1.34	2.12	1.40	1.15	-	-	0.0	00
Standard Error	0.25	0.53	0.33	0.59	0.70	0.72	0.57	0.42	0.00	1.50	0.51	0.29	0.32	0.36	1.50	0.27	0.58	•	-	0.0	00

Table 75
Q.2h1 SEC.C Physical Appearance (Light Ash/Dark Ash) Of Your Primary Brand

			KING T		(NO	NG FRE N-SEAS	ONAL)					SE				TRADI			REST-	
		2 YEARS		11 OR	1 OR LESS	2-3	4+	SMOK	=====	T OFTEN	TOB. PRO	TIONAL ACCO DUCTS	AGE	OF SMO	OKER	-TION -AL TOB-	TOB-	VENI-	/CIGAR BAR/ SPORT	
	PRE- MIUM =====	LESS	YEARS	MORE YEARS	WEEK	PER WEEK	PER WEEK =====	NUDO	AGAS	ARTURO FUENTE	YFS	NO	18-34	35-5/	551	CHOD	ACCO OUTLET	DIS-	CLUB/	
Base: Primary And Secondary Brand Are Different	35 100.0	7	20 100.0	8 100.0	6 100.0	6 100.0	7	7 100.0	2	2 100 0	10 100.0	25 100.0	19 100.0	14 100.0	2	24			-	2 100.0 5.7
Top 2 Box (Net)	20 57.1 100.0	42.9 15.0	10 50.0 50.0	7 87.5 35.0	3 50.0 15.0	4 66.7 20.0	5 71.4 25.0	4 57.1 20.0	1 50.0 5.0	2 100.0 10.0	3 30.0 15.0	17 68.0 85.0	9 47.4 45.0	9 64.3 45.0	2 100.0 10.0	15 57.7 75.0	3 75.0 15.0	• - •	-	- - -
1 - Light Ash		1 14.3 10.0			-	3 50.0 30.0	42.9	1 14.3 10.0	- - -	1 50.0 10.0	2 20.0 20.0	8 32.0 80.0	4 21.1 40.0	5 35.7 50.0	1 50.0 10.0	8 30.8 80.0	1 25.0 10.0	•	- - -	- -
2	10 28.6 100.0	28.6 20.0	5 25.0 50.0	3 37.5 30.0	3 50.0 30.0	1 16.7 10.0	2 28.6 20.0	3 42.9 30.0	1 50.0 10.0	1 50.0 10.0	1 10.0 10.0	9 36.0 90.0	5 26.3 50.0	28.6 40.0	1 50.0 10.0	7 26.9 70.0	2 50.0 20.0	• •	- - -	
3		3 42.9 42.9				-	1 14.3 14.3	1 14.3 14.3	1 50.0 14.3			4 16.0 57.1	5 26.3 71.4			6 23.1 85.7	•	-		1 50.0 14.3
Bottom 2 Box (Net)	8 22.9 100.0	1 14.3 12.5		-	2 33.3 25.0	2 33.3 25.0	1 14.3 12.5	2 28.6 25.0	- -	- - -	4 40.0 50.0	4 16.0 50.0	5 26.3 62.5	3 21.4 37.5		5 19.2 62.5	1 25.0 12.5	-	•	1 50.0 12.5
4		1 14.3 16.7		-	2 33.3 33.3	1 16.7 16.7	1 14.3 16.7	2 28.6 33.3	-	-	30.0 50.0	3 12.0 50.0	3 15.8 50.0	3 21.4 50.0		4 15.4 66.7	1 25.0 16.7	-	- -	1 50.0 16.7
5 - Dark Ash	5.7 100.0		2 10.0 100.0	-	-		- -	-	- - -		1 10.0 50.0	1 4.0 50.0	2 10.5 100.0	-	- -	1 3.8 50.0	-	-		-

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Custom Research
Custom PD

Table 75
Q.2h1 SEC.C Physical Appearance (Light Ash/Dark Ash) Of Your Primary Brand

																=====				=====	
		SMOI	KING T	ENURE	(NON)	IG FREG	ONAL)			24112	US					TRADI		CERY/			
		=====	=====	=====		:=====	=====		GAR BI			TIONAL				-TION		CON-	/CIGAR		
		2			1 OR					TOFTEN	TOBA					-AL		VENI-	-		
	TOTAL	YEARS		11 OR			4+			======		OUCTS	AGE	OF SMC	KER		TOB-	ENCE/	SPORT		
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER	
	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	====	=====	=====	
Base: Primary And Secondary	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-	2	
Brand Are Different	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	100.0	
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.3	40.0	5.7	74.3	11.4	-	-	5.7	
Sigma	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-	2	
- · · · · · · · · · · · · · · · · · · ·	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	100.0	
	100.0			22.9	17.1	17.1	20.0	20.0	5.7					40.0		74.3	11.4	_		5.7	
			3, .,						2.,				2,	,,,,			• • • •				
Mean Base	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-		2	
ricait base		•		·	•		•	•	_	_			.,	• • •	_					_	
Mean	2 43	2 57	2 70	1,63	2 83	2 33	2.00	2.57	2.50	1.50	3.00	2.20	2.68	2.21	1.50	2.35	2.25	-	-	3.50	
ricuit	2.43	C. 5.			2.05	2.55									,,,,,	2.43				•	
Standard Deviation	1 2/	n oa	1 32	0.74	0.08	1 75	1 15	1 13	0.71	0.71	1 33	1 15	1 20	1,19	0.71	1 20	1.26	_	-	0.71	
Standard Devidt (UI)	1.24	0.70	1.50	0.74	0.70	1.15	1.17	1.15	0.71	5.11	,,,,,	1.17	1.27	,	0.71	1.20	1.20			0.71	
Standard Error	0.21	0 37	n 71	0.26	ብ ፈባ	n 71	በ ፊላ	በ ፈፕ	0.50	0.50	በ ፈን	በ 2ኛ	n 30	0.32	0.50	0 23	0.63	-	-	0.50	
a canadia Error	0.21	0.37	0.31	0.20	0.40	0.71	0.44	0.43	0.50	0.50	0.76	0.23	0.30	0.52	0.50	0.23	0.05			0.50	

STORE PURCHASE CIGARS

100.0

Table 76 Q.2h2 SEC.C Physical Appearance (Light Ash/Dark Ash) Of Your Secondary Brand

AT MOST OFTEN ---------DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ **PRODUCTS** AGE OF SMOKER TOB-ENCE/ SPORT 3-10 MORE PER PER MACA- PART- ARTURO ======== ===== ACCO PER ACCO DIS- CLUB/ MAIL MIUM LESS YEARS YEARS WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT Base: Primary And Secondary 8 2 10 25 19 Brand Are Different 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 - 100.0 100.0 20.0 57.1 22.9 17.1 17.1 20.0 20.0 5.7 5.7 28.6 71.4 54.3 40.0 5.7 74.3 11.4 5.7 Top 2 Box (Net) 2 3 60.0 42.9 55.0 87.5 33.3 66.7 71.4 14.3 100.0 50.0 50.0 64.0 63.2 50.0 100.0 75.0 100.0 14.3 52.4 33.3 9.5 19.0 23.8 4.8 9.5 4.8 23.8 76.2 57.1 33.3 9.5 14.3 1 - Light Ash 3 3 22.9 14.3 20.0 37.5 33.3 42.9 28.0 21.1 21.4 50.0 10.0 23.1 25.0 12.5 50.0 37.5 25.0 37.5 - 12.5 87.5 50.0 37.5 12.5 12.5 2 13 2 37.1 28.6 35.0 50.0 33.3 28.6 14.3 100.0 33.3 50.0 40.0 36.0 42.1 28.6 38.5 50.0 50.0 100.0 15.4 53.8 30.8 15.4 15.4 15.4 7.7 15.4 7.7 30.8 69.2 61.5 30.8 7.7 76.9 15.4 3 2 3 6 3 5 20.0 28.6 20.0 12.5 33.3 14.3 42.9 10.0 24.0 15.8 28.6 19.2 50.0 28.6 57.1 14.3 100.0 28.6 14.3 42.9 14.3 85.7 42.9 57.1 - 71.4 14.3 Bottom 2 Box (Net) 7 2 20.0 28.6 25.0 33.3 33.3 14.3 42.9 50.0 40.0 12.0 21.1 21.4 19.2 25.0 50.0 100.0 28.6 71.4 28.6 28.6 14.3 42.9 14.3 57.1 42.9 57.1 42.9 - 71.4 14.3 14.3 4 3 2 3 5 17.1 28.6 20.0 33.3 33.3 14.3 42.9 50.0 40.0 8.0 15.8 21.4 - 19.2 50.0 100.0 33.3 66.7 33.3 33.3 16.7 50.0 16.7 66.7 33.3 50.0 50.0 83.3 16.7 5 - Dark Ash 2.9 5.0 4.0 5.3 25.0 100.0 - 100.0 - 100.0 100.0

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Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE

Table 76
Q.2h2 SEC.C Physical Appearance (Light Ash/Dark Ash) Of Your Secondary Brand

																=====	======		======	=====	=
		SMO	CING T	ENURE	SMOKIN	IG FREG		6.	ICAD D	DAND	US					TRADI		CERY/	REST- AURANT		
					4				IGAR BI			IONAL				-TION			/CIGAR		
		2			1 OR		_	SMOKE	D MOS	T OFTEN	TOBA					-AL		VENI-	BAR/		
	TOTAL			11 OR		2-3	4+	=====	=====	======	PROD	OUCTS	AGE	OF SMC	KER	TOB-	TOB-	ENCE/	SPORT		
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDE	R
	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	======	====	=
Base: Primary And Secondary	35	7	20	8	6	6	7	7	2	2	10		19	14	2	26		-			2
Brand Are Different	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	100.	0
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.3	40.0	5.7	74.3	11.4	-	-	5.	7
Sigma	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-		2
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	_	100.	0
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7			71.4						-		5.	
		20.0		,							20.0		34.3	40.0	٠.,	14.3	11.4			٠.	•
Mean Base	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-		2
M	2 (0	2 74	2 55	. 75	7 00	2 77	2 00	7 20	2 00	7 00	2 00	2 2/	2 (2		4 50						_
Mean	2.40	2.71	2.55	1.75	3.00	2.33	2.00	3.29	2.00	3.00	2.80	2.24	2.42	2.50	1.50	2.35	2.50	-	-	3.5	U
genderal bustants.	4 42			0.74	0.00	4 77	4 45	0.7/	0 00			4 00	4 47	4 00	0.74	4.04	4 77				
Standard Deviation	1.12	1.11	1.19	0.71	0.89	1.37	1.15	0.76	0.00	1.41	1.14	1.09	1.17	1.09	0.71	1.06	1.73	-	-	0.7	1
Standard Error	0.19	0.42	0.27	0.25	0.37	0.56	0.44	0.29	0.00	1.00	0.36	0.22	0.27	0.29	0.50	0.21	0.87	-	_	0.5	a
							- • • •										7.0,			3.3	_

9.1

Table 77 Q.2i1 SEC.C Physical Appearance (Small Gauge/Large Gauge) Of Your Primary Brand

STORE PURCHASE CIGARS AT MOST OFTEN ---------DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADD IT IONAL -TION CON- /CIGAR 2 SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ **PRODUCTS** AGE OF SMOKER TOB-ENCE/ SPORT 3-10 MORE PER PER PER MACA- PART- ARTURO ======== ==== ACCO ACCO DIS- CLUB/ MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT Base: Primary And Secondary 35 6 6 10 Brand Are Different 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 - 100.0 100.0 20.0 57.1 22.9 17.1 17.1 20.0 20.0 5.7 5.7 28.6 71.4 54.3 40.0 5.7 74.3 5.7 Top 2 Box (Net) 2 2 20.0 28.6 10.0 37.5 16.7 16.7 14.3 28.6 30.0 16.0 21.1 21.4 - 15.4 50.0 50.0 100.0 28.6 28.6 42.9 14.3 14.3 14.3 28.6 - 42.9 57.1 57.1 42.9 - 57.1 28.6 14.3 1 - Small, Narrow Ring Gauge 2 2 5.7 5.0 12.5 - 20.0 - 10.5 7.7 100.0 50.0 50.0 - 100.0 - 100.0 - 100.0 2 2 16.7 16.7 14.3 14.3 5.0 25.0 28.6 10.0 16.0 10.5 21.4 7.7 50.0 50.0 100.0 40.0 20.0 40.0 20.0 20.0 20.0 40.0 - 20.0 80.0 40.0 60.0 - 40.0 40.0 20.0 3 6 2 2 8 25.7 42.9 30.0 66.7 16.7 28.6 50.0 - 20.0 28.0 36.8 14.3 30.8 25.0 100.0 33.3 66.7 44.4 11.1 22.2 11.1 - 22.2 77.8 77.8 22.2 88.9 11.1 Bottom 2 Box (Net) 11 2 13 28.6 55.0 62.5 66.7 85.7 28.6 50.0 100.0 50.0 52.0 42.1 57.1 100.0 25.0 50.0 100.0 11.1 61.1 27.8 22.2 33.3 11.1 5.6 11.1 27.8 72.2 44.4 44.4 11.1 77.8 5.6 5.6 3 2 5 5 2 - 16.7 42.9 14.3 50.0 20.0 28.6 20.0 12.5 50.0 20.0 20.0 26.3 14.3 23.1 100.0 28.6 57.1 14.3 - 14.3 42.9 14.3 14.3 14.3 28.6 71.4 71.4 28.6 85.7 5 - Large, Thick Ring Gauge 11 3 2 1 31.4 - 35.0 50.0 - 50.0 42.9 14.3 50.0 30.0 32.0 15.8 42.9 100.0 30.8 50.0 100.0 - 63.6 36.4 - 27.3 27.3 9.1 9.1 27.3 72.7 27.3 54.5 18.2 72.7 9.1

Table 77
Q.2i1 SEC.C Physical Appearance (Small Gauge/Large Gauge) Of Your Primary Brand

																=====		=====		=====	=
		SMO	CING TE	ENURE	(NOI	NG FREG	ONAL)	c	IGAR BI	DAND	US	SE TONAL				TRADI		CERY/	REST- AURANT /CIGAR		
	TOTAL	2 YEARS OR	3-10	11 OR MORE	1 OR		4+ PER	SMOK	ED MOS	OFTEN	TOB/ PROD	CCO OUCTS		OF SMC		-AL TOB-	TOB- ACCO	VENI- ENCE/	-	MATI	
	MIUM =====	LESS		YEARS			WEEK			FUENTE	YES	NO		35-54 =====		SHOP	OUTLET			ORDER	≀ =
Base: Primary And Secondary Brand Are Different		100.0			100.0		7 100.0 20.0			100.0	10 100.0 28.6					26 100.0 74.3	100.0		-	100.0 5.7	-
Don't know	1 2.9 100.0		1 5.0 100.0		1 16.7 100.0	- - -		1 14.3 100.0		- - -		1 4.0 100.0		7.1 100.0	- - -	- - -	-	- - -	-		- -
Sigma				100.0	100.0	100.0	100.0	•	100.0	100.0	10 100.0 28.6	100.0		100.0			100.0	-	-	100.0	-
Mean Base	34	7	19	8	5	6	7	6	2	2	10	24	19	13	2	26	4	-	-		2 .
Mean	3.59	3.00	3.79	3.63	2.80	4.00	4.14	3.17	3.50	4.50	3.30	3.71	3.26	3.85	5.00	3.62	3.00	-	-	3.50)
Standard Deviation	1.26	0.82	1.18	1.69	0.45	1.26	1.07	1.17	0.71	0.71	1.57	1.12	1.19	1.28	0.00	1.24	1.41	-	-	2.1	2
Standard Error	0.22	0.31	0.27	0.60	0.20	0.52	0.40	0.48	0.50	0.50	0.50	0.23	0.27	0.36	0.00	0.24	0.71	-	-	1.50	0

Table 78
Q.2i2 SEC.C Physical Appearance (Small Gauge/Large Gauge) Of Your Secondary Brand

	TOTAL	SMOKING FREQUENCY SMOKING TENURE (NON-SEASONAL) ===================================											TRADI -TION -AL		DRUG/ GRO- CERY/ CON- VENI-	REST- AURANT /CIGAR BAR/				
	PRE- MIUM	OR	3-10	MORE		PER	PER	MACA-	PART-		=====	=====	=====	=====	=====	ACCO	TOB- ACCO OUTLET	DIS-	SPORT CLUB/ EVENT	
	=====	=====	=====	=====	=====	=====				=====			=====	=====	=====	=====	=====		=====	
Base: Primary And Secondary Brand Are Different		7 100.0 20.0		100.0	100.0							25 100.0 71.4					4 100.0 11.4		- -	2 100.0 5.7
Top 2 Box (Net)		2 28.6 18.2	25.0	50.0	16.7	2 33.3 18.2			-			9 36.0 81.8		21.4		8 30.8 72.7	2 50.0 18.2	-	-	-
1 - Small, Narrow Ring Gauge	4 11.4 100.0	28.6				- -		1 14.3 25.0			2 20.0 50.0	8.0 50.0		-		4 15.4 100.0	- -	- - -	- - -	-
2	7 20.0 100.0		4 20.0 57.1	3 37.5 42.9	-	2 33.3 28.6	1 14.3 14.3		-	- - -	- - -	7 28.0 100.0		3 21.4 42.9		4 15.4 57.1	2 50.0 28.6	-	-	-
3	8 22.9 100.0		30.0	-	4 66.7 50.0				50.0			5 20.0 62.5			-	5 19.2 62.5	_	-	-	1 50.0 12.5
Bottom 2 Box (Net)	15 42.9 100.0		8 40.0 53.3		-		5 71.4 33.3					10 40.0 66.7			50.0	13 50.0 86.7	-	- -	- - -	1 50.0 6.7
4		2 28.6 33.3					2 28.6 33.3		1 50.0 16.7			3 12.0 50.0		2 14.3 33.3		6 23.1 100.0	- - -	-	-	- - -
5 – Large, Thick Ring Gauge		1 14.3 11.1					3 42.9 33.3		-			7 28.0 77.8					-	-	-	1 50.0 11.1

NPD Custom Research



Table 78
Q.2i2 SEC.C Physical Appearance (Small Gauge/Large Gauge) Of Your Secondary Brand

																=====		=====		=====	
																		DRUG/			
					SMOKIN	IG FRE	DUENCY											GRO-	REST-		
		SMO	KING T	FNURF	CNON	I-SEAS	CIANC				US	SE.				TRADI		CERY/	AURANT		
				======	•		-	r.	IGAR B	PAND	4nn 11	IONAL				-TION		CON-	/CIGAR		
								_		TOFTEN	TOBA					-AL		VENI-	•		
					1 OR								405	05 040	WED.		TOD		-		
	TOTAL	YEARS		11 OR		2-3	4+			======		OUCTS		OF SMC		TOB-	TOB-		SPORT		
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER	
		=====	=====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	=====	=====	=====	=====	=====	======	=====	
	75	7	20	8		4	7	7	2	2	10	25	19	14	2	26		_	_	2	
Base: Primary And Secondary	35				400 0	400.0		100 0	_	_					_			_	_	100.0	
Brand Are Different				100.0							100.0							_	_		
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.5	40.0	5.7	74.3	11.4	-	-	5.7	
Don't know	1	-	1	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	
DOTT C KITCH	2.9		5.0	_	16.7		-	14.3		_		4.0	-	7.1	-	_	-	-	-	-	
	100.0		100.0		100.0			100.0		_		100.0		100.0	-			-	-	-	
	100.0	•	100.0	_	100.0			100.0				100.0		100.0							
				_			-	_	_		40	25	10	47	-	26	,		_	2	,
Sigma	35		' 20					(2				19		2			-	-	400.0	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0									100.0	
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.3	40.0	5.7	74.3	11.4	-	-	5.7	
Mary Bass	34	. 7	19	8	5	6	. 7	6	2	. 2	10	24	19	13	2	26	4	-	-	2	
Mean Base	34	, ,	17		,	U	•	U	_	_			.,		_		-				
						7 50		7 00	7 50		7 70	7 25	3 05	7 (0	7 50	7 71	2.50		_	4.00	ı
Mean	3.26	3.00	3.37	3.25	2.60	3.50	4.00	3.00	3.50	4.50	3.30	3.20	2.93	3.09	3.50	3.31	2.50	-		4.00	
Standard Deviation	1.38	1.53	1.26	1.67	0.89	1.38	1.15	1.41	0.71	0.71	1.42	1.39	1.39	1.25	2.12	1.44	0.58	-	-	1.41	
***************************************		-																			
Standard Error	0.2/	. 0.58	1 0 20	0.59	ስ ፈበ	0.56	n 44	0.58	0.50	0.50	0.45	0.28	0.32	0.35	1.50	0.28	0.29	-		1.00	j
Standard Errot	0.24	. 0.50	, 0.67	0.37	0.40	0.50		0.50	0.50	3.30							, . <u></u>				

Table 79 Q.2j1 SEC.C Physical Appearance (Short Length/Long Length) Of Your Primary Brand

																	=====	A) :======	MOST 0		
				KING T		(NO	N-SEAS					US					TRADI		DRUG/ GRO-	REST-	
		TOTAL PRE-	2 YEARS OR		11 OR MORE		2-3 PER	===== 4+ PER	SMOK	=====	OFTEN	TOBA PROD	DUCTS	AGE	OF SMC	OKER	-TION -AL TOB-	тов-	VENI-	/CIGAR BAR/ SPORT	
		MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18.3/	35-5/	651	CHOD	ACCO OUTLET	DIS- COUNT		MAIL ORDER
Base: Primary And Sec Brand Are Different	ondary	35	7 100.0	20 100.0	8 100.0	6	6 100.0	7 100.0	7 100.0	2 100.0	2	10 100.0	25 100.0	19 100.0	14 100.0	2 100.0	26	4 100.0 11.4	-	-	2 100.0 5.7
Top 2 Box (Net)		7 20.0 100.0	•	5 25.0 71.4	25.0 28.6	-	3 50.0 42.9		1 14.3 14.3		1 50.0 14.3	4 40.0 57.1		6 31.6 85.7	7.1 14.3	-	5 19.2 71.4	1 25.0 14.3	- - -	-	•
1 - Short Length		11.4 100.0		3 15.0 75.0		:	2 33.3 50.0	- - -	-	- -	1 50.0 25.0	40.0 100.0	-	4 21.1 100.0	-	 	4 15.4 100.0	- - -	-	- - -	
2		3 8.6 100.0	-	2 10.0 66.7	1 12.5 33.3	-	1 16.7 33.3		1 14.3 33.3	-	- - -	- -	3 12.0 100.0	2 10.5 66.7	7.1 33.3	- - -	3.8 33.3	1 25.0 33.3	-	- - -	- -
3		8 22.9 100.0	5 71.4 62.5	2 10.0 25.0	1 12.5 12.5	2 33.3 25.0	1 16.7 12.5	3 42.9 37.5	2 28.6 25.0	2 100.0 25.0	- - -	2 20.0 25.0	6 24.0 75.0	3 15.8 37.5	5 35.7 62.5	-	6 23.1 75.0	- - •	•	-	1 50.0 12.5
Bottom 2 Box (Net)		20 57.1 100.0	2 28.6 10.0	13 65.0 65.0	5 62.5 25.0	4 66.7 20.0	33.3 10.0	3 42.9 15.0	57.1 20.0	-	1 50.0 5.0	4 40.0 20.0	16 64.0 80.0	10 52.6 50.0	8 57.1 40.0	2 100.0 10.0	15 57.7 75.0	3 75.0 15.0	-	-	1 50.0 5.0
4		7 20.0 100.0	1 14.3 14.3	5 25.0 71.4	1 12.5 14.3	3 50.0 42.9	-	- - -	1 14.3 14.3	-	- - -	2 20.0 28.6	5 20.0 71.4	5 26.3 71.4	2 14.3 28.6	- -	6 23.1 85.7	1 25.0 14.3	•	-	- -
5 - Long Length	_	13 37.1 100.0		8 40.0 61.5	50.0 30.8	1 16.7 7.7	2 33.3 15.4	3 42.9 23.1	3 42.9 23.1	-	1 50.0 7.7	20.0 15.4	11 44.0 84.6	5 26.3 38.5	6 42.9 46.2	2 100.0 15.4	9 34.6 69.2	2 50.0 15.4	- •	•	1 50.0 7.7
NPD Custom Research	CONFIDENTIAL UnderProtective Order INPD 011381					Proje	ct Y4V	'X007-1	- (GENERAL	CIGAR	ATTITU	DE AND	USAGE							



Table 79
Q.2j1 SEC.C Physical Appearance (Short Length/Long Length) Of Your Primary Brand

																=====:		=====	_======	====	:==
		SMOR	CING TI		(NOI	NG FREG	ONAL)		.c.p. p	D.4.U.D.	US	_				TRADI			REST - AURANT		
		2		=====					IGAR BI			IONAL				-TION		CON-	/CIGAR		
		2			1 OR					T OFTEN		/cco				-AL		VENI-	BAR/		
		YEARS		11 OR		2-3	4+			======		OUCTS		OF SM		TOB-	TOB-	ENCE/	SPORT		
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====:	=====	ACCO	ACCO	DIS-	CLUB/	MAI	L
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORD	ER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	===	===
Base: Primary And Secondary	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	_			2
Brand Are Different	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100 0			_		100	
		20.0											54.3			74.3	11.4	-	-		5.7
Sigma	35	•	20	_	_	_	•	7	2									-			2
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	100	0.0
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.3	40.0	5.7	74.3	11.4	-	-	5	5.7
Mean Base	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-		2
Mean	3.63	3.43	3.65	3.75	3.83	2.83	3.71	3.86	3.00	3.00	2.80	3.96	3.26	3.93	5.00	3.58	4.00	-	-	4.	.00
Standard Deviation	1.37	0.79	1.50	1.58	0.75	1.83	1.25	1.21	0.00	2.83	1.69	1.10	1.52	1.07	0.00	1.42	1.41	-	-	1.	.41
Standard Error	0.23	0.30	0.33	0.56	0.31	0.75	0.47	0.46	0.00	2.00	0.53	0.22	0.35	0.29	0.00	0.28	0.71		_	1.	.00

50.0

12.5

Table 80 Q.2j2 SEC.C Physical Appearance (Short Length/Long Length) Of Your Secondary Brand

STORE PURCHASE CIGARS AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 1 OR SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 PRODUCTS AGE OF SMOKER TOB-TOB-ENCE/ SPORT OR 3-10 MORE PER PER PER MACA- PART- ARTURO ========= ===== ACCO ACCO DIS- CLUB/ MAIL MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT ORDER Base: Primary And Secondary 35 20 2 10 25 26 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 - 100.0 100.0 20.0 57.1 22.9 17.1 17.1 20.0 20.0 5.7 5.7 28.6 71.4 54.3 40.0 5.7 74.3 3 10 28.6 45.0 37.5 33.3 50.0 28.6 42.9 50.0 36.0 52.6 21.4 50.0 38.5 50.0 100.0 14.3 64.3 21.4 14.3 21.4 14.3 21.4 35.7 64.3 71.4 21.4 7.1 14.3 2 2 2 3 25.0 11.4 - 10.0 16.7 14.3 20.0 8.0 15.8 50.0 7.7 25.0 100.0 50.0 50.0 25.0 25.0 50.0 50.0 75.0 25.0 50.0 25.0 10 3 28.6 35.0 12.5 33.3 33.3 14.3 42.9 30.0 28.0 36.8 21.4 30.8 25.0 20.0 70.0 10.0 20.0 20.0 10.0 30.0 30.0 70.0 70.0 30.0 80.0 10.0 17.1 42.9 15.0 33.3 16.7 14.3 14.3 50.0 10.0 20.0 21.1 14.3 - 11.5 50.0 50.0 100.0 50.0 50.0 33.3 16.7 16.7 16.7 16.7 16.7 83.3 66.7 33.3 33.3 50.0 16.7 15 3 2 11 5 13 42.9 40.0 62.5 33.3 33.3 57.1 42.9 50.0 100.0 40.0 44.0 26.3 64.3 50.0 50.0 13.3 53.3 33.3 13.3 13.3 26.7 20.0 6.7 13.3 26.7 73.3 33.3 60.0 6.7 6.7 2 20.0 28.6 15.0 25.0 33.3 28.6 28.6 50.0 20.0 20.0 15.8 28.6 26.9 100.0 28.6 42.9 28.6 28.6 28.6 28.6 14.3 28.6 71.4 42.9 57.1 - 100.0 2 2 22.9 25.0 14.3 37.5 33.3 28.6 100.0 20.0 24.0 10.5

25.0

35.7

25.0 75.0 25.0 62.5

50.0

12.5 75.0

UnderProtective Order CONFIDENTIAL INPD 011383

62.5 37.5

25.0 25.0 12.5

Brand Are Different

Top 2 Box (Net)

1 - Short Length

Bottom 2 Box (Net)

5 - Long Length

2

3



Table 80
Q.2j2 SEC.C Physical Appearance (Short Length/Long Length) Of Your Secondary Brand

																	• • • •				
																=====		=====	-=====	===:	===
		SMO	CING TE	ENURE	(NON)	NG FREG	ONAL)	C.	IGAR B	DAND	US	SE TIONAL				TRADI		CERY/	REST- AURANT /CIGAR		
		2====								T OFTEN	TOBA								-		
	TOTAL	VEADO		11 00	1 OR	2.7	, .			=======			ACE	OF CHC	שערם	-AL	TOR	VENI -	-		
		YEARS	7 10	11 OR		2-3	4+					OUCTS	AGE	OF SMC	JKEK	TOB-	TOB-		SPORT	14.4	
	PRE-	OR	3-10			PER	PER						40.7/			ACCO	ACCO	DIS-	CLUB/	MA	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	UK	DER
	=====	=====	=====	=====	=====	=====	====	=====	=====	======	=====	=====	=====	=====	=====	=====	=====	====	=====	==	===
Base: Primary And Secondary	35		20	_	6	6	7	7	100.0	_		25	19	14	2	26	-	-	-	10	2
Brand Are Different	100.0		100.0				100.0						-								0.0
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.5	40.0	5.7	74.3	11.4	-	-		5.7
Sigma	35	-	20	_	6	•		7	100.0	2		25 100.0		14	2	26		-	•		2
				100.0																	
	100.0	20.0	5/.1	22.9	17.1	17.1	20.0	20.0	5.7	5.1	20.0	71.4	24.3	40.0	5.7	74.3	11.4	-	_		5.7
Mean Base	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	-		2
Mean	3.14	3.00	3.10	3.38	3.00	3.00	3.43	3.14	3.50	5.00	2.90	3.24	2.68	3.79	3.00	3.27	2.25	-	-	4	.00
Standard Deviation	1.38	0.82	1.41	1.77	0.89	1.67	1.51	1.21	0.71	0.00	1.52	1.33	1.25	1.19	2.83	1.34	0.96	-	-	1	.41
Standard Error	0.23	0.31	0.32	0.63	0.37	0.68	0.57	0.46	0.50	0.00	0.48	0.27	0.29	0.32	2.00	0.26	0.48			. 1	.00

Table 81 Q.2k1 SEC.C Physical Appearance (Tight Draw/Easy Draw) Of Your Primary Brand

STORE PURCHASE CIGARS AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 1 OR SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ PRODUCTS AGE OF SMOKER TOB-ENCE/ SPORT PRE-OR 3-10 MORE PER PER PER MACA- PART- ARTURO ======== ==== ACCO ACCO DIS- CLUB/ MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT 8 6 2 2 10 25 19 14 2 26 2 - 100.0 100.0 5.7 28.6 71.4 54.3 40.0 5.7 74.3 11.4 5.7 6 30.0 12.5 16.7 33.3 28.6 10.0 24.0 21.1 21.4 23.1 85.7 14.3 14.3 28.6 28.6 14.3 85.7 57.1 42.9 85.7 3 3

Base: Primary And Secondary Brand Are Different 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 20.0 57.1 22.9 17.1 17.1 20.0 20.0 5,7 Top 2 Box (Net) 20.0 100.0 1 - Tight, Firm Draw 8.6 10.0 12.5 16.7 - 12.0 5.3 14.3 7.7 100.0 66.7 33.3 33.3 - 100.0 33.3 66.7 - 66.7 2 4 - 16.7 16.7 28.6 11.4 - 20.0 10.0 12.0 15.8 7.1 - 15.4 100.0 - 100.0 25.0 25.0 50.0 25.0 75.0 75.0 25.0 - 100.0 3 13 2 2 6 10 2 37.1 57.1 25.0 50.0 66.7 28.6 57.1 100.0 - 50.0 32.0 31.6 50.0 38.5 - 100.0 100.0 30.8 38.5 30.8 30.8 - 15.4 30.8 15.4 - 38.5 61.5 46.2 53.8 76.9 - 15.4 Bottom 2 Box (Net) 3 3 2 4 11 2 10 42.9 42.9 45.0 37.5 16.7 66.7 42.9 42.9 100.0 40.0 44.0 47.4 28.6 100.0 38.5 100.0 100.0 20.0 60.0 20.0 6.7 26.7 20.0 20.0 13.3 26.7 73.3 60.0 26.7 13.3 66.7 26.7 4 12 3 8 3 3 34.3 42.9 40.0 12.5 16.7 50.0 28.6 42.9 50.0 20.0 40.0 42.1 21.4 50.0 34.6 75.0 100.0 25.0 66.7 8.3 8.3 25.0 16.7 25.0 8.3 16.7 83.3 66.7 25.0 8.3 75.0 25.0 5 - Easy Draw 2 8.6 5.0 25.0 16.7 14.3 50.0 20.0 4.0 5.3 7.1 50.0 3.8 25.0 100.0 33.3 66.7 33.3 33.3 33.3 66.7 33.3 33.3 33.3 33.3 33.3

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NPD Custom Research

Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE



Table 81
Q.2k1 SEC.C Physical Appearance (Tight Draw/Easy Draw) Of Your Primary Brand

STORE PURCHASE CIGARS
AT MOST OFTEN

																		.00. 0			
																=====		=====	-=====	=====	=
		SMOR	CING TE	NURE	(NO	NG FREC	ONAL)	c	IGAR B	RAND	US LI DOA	SE FIONAL				TRADI		CERY/	REST- AURANT /CIGAR		
		2			1 OR			SMOK	ED MOS	TOFTEN	TOB/					-AL		VENI-	•		
	TOTAL	YEARS		11 OR		2-3	4+			======		UCTS	AGE	OF SMO	NER	TOB-	TOB-		SPORT		
	PRE-	OR	3-10		PER	PER	PER	ΜΔCΔ-	PART-	ARTURO						ACCO	ACCO	DIS-	CLUB/	MAIL	
		LESS		YEARS		WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET			ORDER	0
														37 74		31101	001111	COON	EACIAL	OKUE	
																				- -	-
Base: Primary And Secondary	35			_	•	6	7	7	2	_			19		2	26		-	-	;	2
Brand Are Different	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	100.0	o
	100.0	20.0	57.1	22.9	17.1	17.1	20.0	20.0	5.7	5.7	28.6	71.4	54.3	40.0	5.7	74.3	11.4	-	-	5.7	7
Sigma	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-			2
•	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-		100.	ñ
						17.1								40.0				_		5.	
							20.0	20.0		· · ·	20.0	• • • •	34.3	40.0	٠.,	14.5	11.4			,	,
Mean Base	35	7	20	8	6	6	7	7	2	2	10	25	19	14	2	26	4	-	•		2
Mean	3.23	3.43	3.10	3.38	3.00	3.33	3.29	3.43	3.00	4.50	3.50	3.12	3.26	3.00	4.50	3.12	4.25	-	-	3.0	0
			•																		
Standard Deviation	1.06	0.53	1.12	1.30	0.63	1.51	1.11	0.53	0.00	0.71	0.97	1.09	0.99	1.11	0.71	0.99	0.50	-	-	0.0	0
Standard Error	0.18	0.20	0.25	0.46	0.26	0.61	0.42	0.20	0.00	0.50	0.31	0.22	0.23	0.30	0.50	0.19	0.25	-	-	0.0	0

Table 82 Q.2k2 SEC.C Physical Appearance (Tight Draw/Easy Draw) Of Your Secondary Brand

STORE PURCHASE CIGARS AT MOST OFTEN -----------

			=====	KING T	ENURE	(NO	NG FRE N-SEAS	ONAL)	С	IGAR B		U!	SE FIONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
		PRE-	YEARS OR		MORE		PER	4+ PER	===== MACA-	PART-	T OFTEN	=====	DUCTS	=====	OF SM	=====	-AL TOB- ACCO	TOB- ACCO	DIS-	SPORT CLUB/	MAIL
		=====	=====	TEAKS	TEAKS	=====	=====	WEEK	#====	AGAS	FUENTE	YES	NO =====	18-34	35-54 =====	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Primary And Second Brand Are Different	dary	35 100.0 100.0	7 100.0 20.0	20 100.0 57.1	8 100.0 22.9	6 100.0 17.1	6 100.0 17.1	7 100.0 20.0	100.0	100.0		10 100.0 28.6	25 100.0 71.4	19 100.0 54.3				4 100.0 11.4	-	- -	2 100.0 5.7
Top 2 Box (Net)			2 28.6 22.2	6 30.0 66.7	1 12.5 11.1	1 16.7 11.1		28.6 22.2		-	1 50.0 11.1	4 40.0 44.4	5 20.0 55.6	6 31.6 66.7	3 21.4 33.3		7 26.9 77.8	1 25.0 11.1	-	-	-
1 - Tight, Firm Draw		3 8.6 100.0	1 14.3 33.3	5.0 33.3	1 12.5 33.3	• •	2 33.3 66.7	-	-		1 50.0 33.3	2 20.0 66.7	1 4.0 33.3	2 10.5 66.7	7.1 33.3		3 11.5 100.0	-	- - -	-	-
2		6 17.1 100.0	1 14.3 16.7		-		1 16.7 16.7			-	- -	20.0 33.3		21.1 66.7	2 14.3 33.3		4 15.4 66.7	1 25.0 16.7	- -	- -	- - -
3			1 14.3 11.1	20.0 44.4	50.0 44.4	3 50.0 33.3	-	28.6 22.2		- - -	-	2 20.0 22.2	7 28.0 77.8	4 21.1 44.4	4 28.6 44.4	1 50.0 11.1		1 25.0 11.1	-	- - -	2 100.0 22.2
Bottom 2 Box (Net)		16 45.7 100.0	3 42.9 18.8	10 50.0 62.5	3 37.5 18.8	33.3 12.5	3 50.0 18.8			2 100.0 12.5	1 50.0 6.3	4 40.0 25.0	12 48.0 75.0	8 42.1 50.0	7 50.0 43.8	1 50.0 6.3	12 46.2 75.0	2 50.0 12.5	-	:	- -
4		13 37.1 100.0	3 42.9 23.1	8 40.0 61.5	2 25.0 15.4	2 33.3 15.4	3 50.0 23.1			2 100.0 15.4	1 50.0 7.7	2 20.0 15.4	11 44.0 84.6	6 31.6 46.2	6 42.9 46.2	1 50.0 7.7		2 50.0 15.4	-	:	- - -
5 - Easy Draw	Q.	3 8.6 100.0	- - -	2 10.0 66.7	1 12.5 33.3		-	-	-	-	-	2 20.0 66.7	1 4.0 33.3	2 10.5 66.7	7.1 33.3		1 3.8 33.3		•	:	-
INPD 011387 NPD Custom Research	CONFIDENTIAL UnderProtective Order					Proje	ect Y4V	/X007- 1	1 - (GENERAI	_ CIGAR	ATTITU	IDE AND	USAGE	:						

Table 82 Q.2k2 SEC.C Physical Appearance (Tight Draw/Easy Draw) Of Your Secondary Brand

																=====	=======	=====	======	====:	=
		SMOK	CING TE	ENURE		NG FREG		C.	IGAR B	DAND	US	SE TONAL				TRADI					
	TOTAL PRE-	2 YEARS	3-10	11 OR	1 OR LESS PER	2-3 PER	4+ PER	SMOKE	ED MOS	T OFTEN	TOBA	CCO OUCTS		OF SMC		-AL TOB- ACCO		VENI- ENCE/	•	MAIL	
		LESS		YEARS		WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO		35-54 =====		SHOP			EVENT	ORDE	
Base: Primary And Secondary Brand Are Different		100.0		100.0	100.0	6 100.0 17.1				100.0	10 100.0 28.6	100.0					100.0	- - -	-	100. 5.	0
Don't know		1 14.3 100.0		- - -	- - -	- - -	- - -	- - -	-	:		1 4.0 100.0	5.3 100.0	-		1 3.8 100.0		-	-		- - -
Sigma		100.0	100.0	100.0	100.0	6 100.0 17.1				100.0	10 100.0 28.6	100.0	100.0			26 100.0 74.3	100.0	- -	-	100. 5.	
Mean Base	34	6	20	8	6	6	7	7	2	2	10	24	18	14	2	25	4	-			2
Mean	3.21	3.00	3.25	3.25	3.17	2.67	3.14	3.43	4.00	2.50	3.00	3.29	3.11	3.29	3.50	3.12	3.25	-		3.0	0
Standard Deviation	1.12	1.26	1.12	1.16	0.75	1.51	0.90	0.79	0.00	2.12	1.49	0.95	1.23	1.07	0.71	1.13	0.96	-	-	0.0	0
Standard Error	0.19	0.52	0.25	0.41	0.31	0.61	0.34	0.30	0.00	1.50	0.47	0.19	0.29	0.29	0.50	0.23	0.48	-	-	0.0	0

Table 83
Q.3a SEC.C Flavor (Light-Bodied/Full-Bodied) Of Your Primary Brand

			KING T	ENURE	(NO	NG FRE	ONAL)	c	IGAR BI	RAND	US ADD 13	SE FIONAL				TRADI	******	DRUG/ GRO- CERY/	REST - AURANT	=====
	PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOKI	ED MOST	OFTEN	TOBA PROD	ACCO OUCTS		OF SMO		-TION -AL TOB- ACCO	TOB- ACCO	VENI- ENCE/	SPORT	MAIL
	=====	=====	=====	TEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34 =====	35-54 =====	55+ =====	SHOP	OUTLET	0011117		
Base: Primary And Secondary Brand Are Similar Or Have Primary Brand Only	373	94 100.0	166	113	99	44 100.0	53 100.0	73	14 100.0	26 100.0	134	239 100.0	155	181	35	207	56 100.0 15.0	27	6	50 100.0
Top 2 Box (Net)	77 20.6 100.0		29 17.5 37.7	22 19.5 28.6	20 20.2 26.0	10 22.7 13.0	8 15.1 10.4	18 24.7 23.4	2 14.3 2.6	5 19.2 6.5	23 17.2 29.9	54 22.6 70.1	31 20.0 40.3	41 22.7 53.2	4 11.4 5.2	44 21.3 57.1	9 16.1 11.7	8 29.6 10.4	2 33.3 2.6	8 16.0 10.4
1 - Light-Bodied Flavor	9 2.4 100.0	3 3.2 33.3	3 1.8 33.3	3 2.7 33.3	2.0 22.2	1 2.3 11.1	1 1.9 11.1	3 4.1 33.3	-	-	2 1.5 22.2	7 2.9 77.8	3 1.9 33.3	2.2 44.4	2 5.7 22.2	3 1.4 33.3	3 5.4 33.3	1 3.7 11.1	- - -	-
2	68 18.2 100.0	23 24.5 33.8	26 15.7 38.2	19 16.8 27.9	18 18.2 26.5	9 20.5 13.2	7 13.2 10.3	15 20.5 22.1	2 14.3 2.9	5 19.2 7.4	21 15.7 30.9	47 19.7 69.1	28 18.1 41.2	37 20.4 54.4	2 5.7 2.9	41 19.8 60.3	6 10.7 8.8	7 25.9 10.3	2 33.3 2.9	8 16.0 11.8
3	94 25.2 100.0	22 23.4 23.4	46 27.7 48.9	26 23.0 27.7	21 21.2 22.3	8 18.2 8.5	11 20.8 11.7	24 32.9 25.5	28.6 4.3	6 23.1 6.4	28 20.9 29.8	66 27.6 70.2	46 29.7 48.9	34 18.8 36.2	13 37.1 13.8	51 24.6 54.3	9 16.1 9.6	9 33.3 9.6	2 33.3 2.1	15 30.0 16.0
Bottom 2 Box (Net)	200 53.6 100.0	46 48.9 23.0	91 54.8 45.5	63 55.8 31.5	57 57.6 28.5	26 59.1 13.0	33 62.3 16.5	31 42.5 15.5	8 57.1 4.0	15 57.7 7.5	82 61.2 41.0	118 49.4 59.0	78 50.3 39.0	105 58.0 52.5	17 48.6 8.5	112 54.1 56.0	37 66.1 18.5	9 33.3 4.5	2 33.3 1.0	27 54.0 13.5
4	146 39.1 100.0	36 38.3 24.7	64 38.6 43.8	46 40.7 31.5	45 45.5 30.8	19 43.2 13.0	15 28.3 10.3	24 32.9 16.4	7 50.0 4.8	12 46.2 8.2	63 47.0 43.2	83 34.7 56.8	62 40.0 42.5	75 41.4 51.4	9 25.7 6.2	85 41.1 58.2	26 46.4 17.8	6 22.2 4.1	33.3 1.4	18 36.0 12.3
5 - Full-Bodied Flavor	54 14.5 100.0	10.6 18.5	27 16.3 50.0	17 15.0 31.5	12 12.1 22.2	7 15.9 13.0	18 34.0 33.3	7 9.6 13.0	7.1 1.9	3 11.5 5.6		35 14.6 64.8	16 10.3 29.6	30 16.6 55.6	8 22.9 14.8	27 13.0 50.0	11 19.6 20.4	3 11.1 5.6	-	9 18.0 16.7
CONFIDENTIAL Under Protective Order INPD 011389 Custom Research Research Research					Proje	ct Y4V	x007-1	- G	ENERAL	CIGAR	ATTITU	DE AND	USAGE							

Table 83
Q.3a SEC.C Flavor (Light-Bodied/Full-Bodied) Of Your Primary Brand

																=====		=====	======	=====
		SMO	KING TI	ENURE	(NO	IG FREG	ONAL)		TCAD D	DAND	US	SE FIONAL				TRADI		CERY/	REST- AURANT /CIGAR	
								_	IGAR BI											
		2		44	1 OR					TOFTEN	TOBA					-AL		VENI-	-	
		YEARS		11 OR		2-3	4+			-=====		DUCTS		OF SMO		TOB-	TOB-		SPORT	
	PRE-	OR	3-10		PER	PER	PER						=====			ACCO	ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base: Primary And Secondary	373	94 100.0			99	44			14		134 100.0		155	181	35		56	27 100.0	_	50 100.0
Brand Are Similar Or Have																				
Primary Brand Only	100.0	25.2	44.5	30.3	20.5	11.8	14.2	19.0	3.8	7.0	35.9	04.1	41.0	48.5	9.4	55.5	15.0	7.2	1.6	13.4
Don't know	2		-	2	1		1	-	_	_	1	1	_	1	1	_	1	1	_	_
DOIT C KNOW	0.5			1.8			1.9	-			0.7	0.4	_	0.6	2.9		1.8	3.7		_
	100.0			100.0			50.0				50.0			50.0			50.0			_
	100.0			100.0	50.0		50.0				20.0	30.0		50.0	50.0		30.0	50.0		
Sigma	373	94	166	113	99	44	53	73	14	26	134	239	155	181	35	207	56	27	6	50
_	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.2	44.5	30.3	26.5	11.8	14.2	19.6	3.8	7.0	35.9	64.1	41.6	48.5	9.4	55.5	15.0	7.2	1.6	13.4
Mean Base	371	94	166	111	98	44	52	73	14	26	133	238	155	180	34	207	55	26	6	50
Mean	3.45	3.29	3.52	3.50	3.48	3.50	3.81	3.23	3.50	3.50	3.57	3.39	3.39	3.50	3.56	3.44	3.65	3.12	3.00	3.56
Standard Deviation	1.03	1.05	1.00	1.03	1.00	1.07	1.12	1.02	0.85	0.95	0.97	1.05	0.96	1.06	1.11	1.00	1.09	1.07	0.89	0.97
Standard Error	0.05	0.11	0.08	0.10	0.10	0.16	0.16	0.12	0.23	0.19	0.08	0.07	0.08	0.08	0.19	0.07	0.15	0.21	0.37	0.14

Table 84 Q.3b SEC.C Flavor (Mild/Strong) Of Your Primary Brand

																	=====	. Al :======	MUSI U		
		TOTAL PRE-		KING TI =====:	11 OR	(NO ===== 1 OR LESS	2-3	ONAL) ======	SMOK	=====	T OFTEN	TOBA PROD	IONAL CCO OUCTS	AGE	OF SM	OKER	TRADI -TION -AL	TOB-	DRUG/ GRO- CERY/ CON- VENI-	REST- AURANT /CIGAR	
		MIUM	LESS	3-10 YEARS =====	YEARS	WEEK	PER WEEK	PER WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	19-3/	75.5/	EE.	CHOR	ACCO OUTLET	DIS- COUNT		
Base: Primary And Sec Brand Are Similar Or Primary Brand Only		373	94 100.0	166 100.0	113 100.0	99	44 100.0	53	73 100.0	14 100.0	26 100.0	134	239 100.0	155 100.0	181 100.0	35	207 100.0	56	27 100.0 7.2	6 100.0	50 100.0
Top 2 Box (Net)		111 29.8 100.0	32 34.0 28.8	48 28.9 43.2		25 25.3 22.5	11 25.0 9.9	13 24.5 11.7	26 35.6 23.4	3 21.4 2.7	7 26.9 6.3	37 27.6 33.3	74 31.0 66.7	40 25.8 36.0	59 32.6 53.2			16 28.6 14.4	9 33.3 8.1	2 33.3 1.8	22.0
1 - Mild Flavor		29 7.8 100.0	6.4 20.7	11 6.6 37.9	12 10.6 41.4	5 5.1 17.2	4 9.1 13.8	7.5 13.8	5.5 13.8	7.1 3.4	-	7 5.2 24.1	22 9.2 75.9	8 5.2 27.6	15 8.3 51.7		16 7.7 55.2	7 12.5 24.1	1 3.7 3.4	- - -	2 4.0 6.9
2			26 27.7 31.7		19 16.8 23.2	20 20.2 24.4	7 15.9 8.5	9 17.0 11.0	22 30.1 26.8	2 14.3 2.4	7 26.9 8.5	30 22.4 36.6	52 21.8 63.4	32 20.6 39.0	44 24.3 53.7	4 11.4 4.9	49 23.7 59.8	9 16.1 11.0	8 29.6 9.8	2 33.3 2.4	18.0
3		155 41.6 100.0	45 47.9 29.0	69 41.6 44.5	41 36.3 26.5	44 44.4 28.4	19 43.2 12.3	23 43.4 14.8	31 42.5 20.0	6 42.9 3.9		48 35.8 31.0	107 44.8 69.0	75 48.4 48.4	66 36.5 42.6	14 40.0 9.0	86 41.5 55.5	25 44.6 16.1	12 44.4 7.7	3 50.0 1.9	36.0
Bottom 2 Box (Net)		106 28.4 100.0	17 18.1 16.0	49 29.5 46.2	40 35.4 37.7	29 29.3 27.4	14 31.8 13.2	17 32.1 16.0	16 21.9 15.1	5 35.7 4.7	8 30.8 7.5		58 24.3 54.7	40 25.8 37.7	55 30.4 51.9	11 31.4 10.4	56 27.1 52.8	14 25.0 13.2	6 22.2 5.7	1 16.7 0.9	
4		79 21.2 100.0	15 16.0 19.0	37 22.3 46.8	27 23.9 34.2	22 22.2 27.8	11 25.0 13.9	10 18.9 12.7	15 20.5 19.0	5 35.7 6.3	8 30.8 10.1	34 25.4 43.0	45 18.8 57.0	34 21.9 43.0	41 22.7 51.9	4 11.4 5.1	45 21.7 57.0	11 19.6 13.9	2 7.4 2.5	1 16.7 1.3	
5 - Strong Flavor		27 7.2 100.0	2 2.1 7.4	12 7.2 44.4	13 11.5 48.1	7 7.1 25.9	3 6.8 11.1	7 13.2 25.9	1 1.4 3.7	-	: :	14 10.4 51.9	13 5.4 48.1	6 3.9 22.2	14 7.7 51.9	7 20.0 25.9	11 5.3 40.7	3 5.4 11.1	4 14.8 14.8	-	6 12.0 22.2
NPD Custom Research	CONFIDENTIAL UnderProtective Order INPD 011391					Proje	ct Y4V	X007-1	- G	ENERAL	CIGAR	ATTITUI	DE AND	USAGE							

Table 84 Q.3b SEC.C Flavor (Mild/Strong) Of Your Primary Brand

																=====	.======	:====:	.======	:====
		SMO	KING TI	ENURE	(NON)	IG FREG	ONAL)	r:	IGAR BI	PAND	US	E IONAL				TRADI			REST- AURANT /CIGAR	
	TOTAL	2		11 OR	1 OR		4+	SMOKE	D MOS	T OFTEN	TOBA		AGE	OF SMC	NED	-AL	TOB-	VENI- ENCE/	BAR/	
	PRE-	YEARS OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL ORDER
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34	35-54 =====	>>+ =====	SHOP	OUTLET	=====	=====	=====
Base: Primary And Secondary Brand Are Similar Or Have Primary Brand Only		94 100.0 25.2	100.0					100.0	100.0	100.0	134 100.0 35.9			181 100.0 48.5			56 100.0 15.0	100.0	100.0	100.0
Don't know	1		-	1	1	-	_			-	1	_	_	1	_	-	1	_	_	
DON: C KNOW	0.3 100.0		-	0.9 100.0		-	-	•	-	-	0.7	-	-	0.6	-	:	1.8 100.0		-	-
Sigma		94 100.0 25.2	100.0	100.0	99 100.0 26.5	100.0	100.0	100.0	100.0	100.0	134 100.0 35.9						100.0	100.0	100.0	100.0
Mean Base	372	94	166	112	98	44	53	73	14	26	133	239	155	180	35	207	55	. 27	6	50
Mean	2.98	2.80	3.01	3.09	3.06	3.05	3.13	2.82	3.07	3.04	3.14	2.90	2.99	2.97	3.06	2.93	2.89	3.00	2.83	3.28
Standard Deviation	1.02	0.86	1.00	1.14	0.96	1.03	1.09	0.87	0.92	0.77	1.05	0.99	0.89	1.06	1.33	0.99	1.05	1.07	0.75	1.03
Standard Error	0.05	0.09	0.08	0.11	0.10	0.16	0.15	0.10	0.25	0.15	0.09	0.06	0.07	0.08	0.22	0.07	0.14	0.21	0.31	0.15

Table 85
Q.3c SEC.C Flavor (Simple/Complex) Of Your Primary Brand

	TOTAL		KING T	=====	(NO) ====== 1 OR		ONAL)	SMOKE		OFTEN	TOBA	IONAL				TRADI -TION -AL			AURANT /CIGAR	
	PRE- MIUM	OR LESS	YEARS	MORE YEARS	WEEK	PER WEEK	WEEK	MACA- NUDO	PART-	ARTURO FUENTE	====== YFS	NO	18-3/	35-5/	=====	CHOD	TOB- ACCO OUTLET	COLINIT	CLUB/	
Base: Primary And Secondary Brand Are Similar Or Have Primary Brand Only	373	94 100.0	166 100.0	113 100.0	99 100.0	44 100.0	53 100.0	73 100.0	14	26 100.0	134	239 100.0	155 100.0	181 100.0	75	207 100.0	E.	27	6 100.0	50 100.0 13.4
Top 2 Box (Net)		21 22.3 26.9				11 25.0 14.1	8 15.1 10.3	13 17.8 16.7	2 14.3 2.6	2 7.7 2.6	30 22.4 38.5	48 20.1 61.5	32 20.6 41.0	34 18.8 43.6	12 34.3 15.4		18 32.1 23.1			9 18.0 11.5
1 - Simple Flavor	28 7.5 100.0		12 7.2 42.9	12 10.6 42.9	7 7.1 25.0		3 5.7 10.7	5.5 14.3	7.1 3.6	1 3.8 3.6	9 6.7 32.1	19 7.9 67.9	8 5.2 28.6	13 7.2 46.4	7 20.0 25.0	9 4.3 32.1	9 16.1 32.1	4 14.8 14.3		8.0 14.3
2	50 13.4 100.0	17 18.1 34.0	22 13.3 44.0	11 9.7 22.0	16.2 32.0	5 11.4 10.0	5 9.4 10.0	9 12.3 18.0	7.1 2.0	1 3.8 2.0	21 15.7 42.0		24 15.5 48.0	21 11.6 42.0	5 14.3 10.0		9 16.1 18.0	5 18.5 10.0		5 10.0 10.0
3	161 43.2 100.0	51 54.3 31.7	72 43.4 44.7	38 33.6 23.6	38 38.4 23.6	15 34.1 9.3	25 47.2 15.5	37 50.7 23.0	6 42.9 3.7	15 57.7 9.3	55 41.0 34.2	106 44.4 65.8	76 49.0 47.2	73 40.3 45.3	10 28.6 6.2		23 41.1 14.3	8 29.6 5.0		24 48.0 14.9
Bottom 2 Box (Net)	127 34.0 100.0	22 23.4 17.3	57 34.3 44.9	48 42.5 37.8	35 35.4 27.6	18 40.9 14.2	18 34.0 14.2	22 30.1 17.3	6 42.9 4.7	9 34.6 7.1	47 35.1 37.0	80 33.5 63.0	46 29.7 36.2	70 38.7 55.1	11 31.4 8.7	78 37.7 61.4	13 23.2 10.2	10 37.0 7.9	3 50.0 2.4	15 30.0 11.8
4	89 23.9 100.0	16 17.0 18.0		33 29.2 37.1		13 29.5 14.6		17 23.3 19.1	28.6 4.5	8 30.8 9.0	31 23.1 34.8	58 24.3 65.2	32 20.6 36.0	51 28.2 57.3	6 17.1 6.7	52 25.1 58.4	9 16.1 10.1	9 33.3 10.1		11 22.0 12.4
5 - Complex Flavor	38 10.2 100.0		17 10.2 44.7		11 11.1 28.9	5 11.4 13.2		5 6.8 13.2	2 14.3 5.3	1 3.8 2.6	16 11.9 42.1	22 9.2 57.9	14 9.0 36.8	19 10.5 50.0	5 14.3 13.2	26 12.6 68.4	7.1 10.5	1 3.7 2.6	-	4 8.0 10.5

NPD Custom Research

Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE

Table 85 Q.3c SEC.C Flavor (Simple/Complex) Of Your Primary Brand

																=====		:=====;	======	=====
			KING TI	ENURE	(NOI	NG FREG	DNAL)	r	IGAR B	DAND	US	SE FIONAL				TRADI		•	REST- AURANT /CIGAR	
		2 YEARS		11 OR	1 OR LESS	2-3	4+	SMOKI	ED MOS	T OFTEN	TOB/ PROD	ACCO DUCTS		OF SMC		-AL TOB-	TOB-	VENI- ENCE/	BAR/ SPORT	
	PRE- MIUM =====		3-10 YEARS	MORE YEARS	PER WEEK	PER WEEK	PER WEEK			ARTURO FUENTE				35-54 =====		ACCO SHOP	ACCO OUTLET			MAIL ORDER
Base: Primary And Secondary Brand Are Similar Or Have Primary Brand Only		100.0	100.0	113 100.0 30.3		100.0		100.0	100.0	100.0	100.0	100.0		181 100.0 48.5				100.0	100.0	50 100.0 13.4
Don't know	7 1.9 100.0			4 3.5 57.1			2 3.8 28.6	1.4	-		2 1.5 28.6	2.1	1 0.6 14.3	4 2.2 57.1		2 1.0 28.6				
Sigma		100.0	100.0	113 100.0 30.3				100.0	100.0	100.0	100.0	100.0		181 100.0 48.5		100.0	56 100.0 15.0	100.0	100.0	100.0
Mean Base	366	94	163	109	96	44	51	72	14	26	132	234	154	177	33	205	54	27	5	48
Mean	3.16	3.03	3.17	3.26	3.17	3.14	3.29	3.14	3.36	3.27	3.18	3.15	3.13	3.24	2.91	3.30	2.81	2.93	3.60	3.13
Standard Deviation	1.04	0.89	1.03	1.16	1.07	1.19	1.04	0.92	1.08	0.78	1.06	1.03	0.96	1.04	1.35	0.99	1.13	1.14	0.55	1.00
Standard Error	0.05	0.09	0.08	0.11	0.11	0.18	0.15	0.11	0.29	0.15	0.09	0.07	0.08	0.08	0.24	0.07	0.15	n 22	0 24	0.14

Table 86 Q.3d SEC.C Flavor (Earthy/Woody / Sweet/Floral) Of Your Primary Brand

																=====	======	=====	======	=====
			KING T	ENURE	(NO	NG FRE N-SEAS	ONAL)		IGAR B	DAND		SE				TRADI		DRUG/ GRO- CERY/	REST - AURANT	
	TOTAL PRE- MIUM	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK ====== MACA-	ED MOS ===== PART-	T OFTEN ====== ARTURO	TOB, PROI	TIONAL ACCO DUCTS	AGE	OF SM	OKER ======	-TION -AL TOB- ACCO	TOB- ACCO	VENI- ENCE/	SPORT	MAIL
		=====	=====	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34 =====	35-54 =====	55+ =====	SHOP	OUTLET		EVENT	
Base: Primary And Secondary Brand Are Similar Or Have Primary Brand Only	373 100.0	94 100.0	166 100.0		99 100.0	44 100.0	53 100.0	73 100.0	14 100 0	26 100.0	134 100.0	239 100.0	155	181 100.0	35 100.0	207	56 100.0	27	6 100.0	50
Top 2 Box (Net)	177 47.5 100.0	42.6		55 48.7 31.1			28 52.8 15.8			10 38.5 5.6	59 44.0 33.3	118 49.4 66.7	78 50.3 44.1	81 44.8 45.8	16 45.7 9.0	93 44.9 52.5	27 48.2 15.3	9	2 33.3 1.1	31 62.0
1 - Earthy/Woody Flavor	49 13.1 100.0		22 13.3 44.9	15.9	12 12.1 24.5	6 13.6 12.2		8 11.0 16.3	-	1 3.8 2.0	20 14.9 40.8	29 12.1 59.2	19 12.3 38.8		9 25.7 18.4	21 10.1 42.9	8 14.3 16.3	3 11.1 6.1		11 22.0 22.4
2	128 34.3 100.0	31 33.0 24.2	60 36.1 46.9	37 32.7 28.9	37 37.4 28.9	9 20.5 7.0	15 28.3 11.7	23 31.5 18.0	6 42.9 4.7	9 34.6 7.0	39 29.1 30.5	89 37.2 69.5	59 38.1 46.1	60 33.1 46.9	7 20.0 5.5	72 34.8 56.3	19 33.9 14.8	6 22.2 4.7	1 16.7 0.8	20 40.0 15.6
3	103 27.6 100.0	33 35.1 32.0	42 25.3 40.8	28 24.8 27.2	27 27.3 26.2	14 31.8 13.6	15 28.3 14.6	24 32.9 23.3	28.6 3.9	11 42.3 10.7	39 29.1 37.9	64 26.8 62.1	39 25.2 37.9	53 29.3 51.5	11 31.4 10.7	59 28.5 57.3	14 25.0 13.6	8 29.6 7.8		13 26.0 12.6
Bottom 2 Box (Net)	89 23.9 100.0	21 22.3 23.6	42 25.3 47.2			14 31.8 15.7	10 18.9 11.2	18 24.7 20.2	28.6 4.5	5 19.2 5.6	33 24.6 37.1	56 23.4 62.9	38 24.5 42.7	44 24.3 49.4	7 20.0 7.9	53 25.6 59.6		10 37.0 11.2	1 16.7 1.1	5 10.0 5.6
4	67 18.0 100.0	14 14.9 20.9	34 20.5 50.7	19 16.8 28.4	14 14.1 20.9	11 25.0 16.4	6 11.3 9.0	16 21.9 23.9	3 21.4 4.5	5 19.2 7.5		45 18.8 67.2	32 20.6 47.8	32 17.7 47.8	3 8.6 4.5	42 20.3 62.7	9 16.1 13.4	8 29.6 11.9	1 16.7 1.5	3 6.0 4.5
5 - Sweet/Floral Flavor	22 5.9 100.0	7 7.4 31.8	8 4.8 36.4	7 6.2 31.8	7 7.1 31.8	3 6.8 13.6	7.5 18.2	2 2.7 9.1	7.1 4.5	-	11 8.2 50.0	11 4.6 50.0	6 3.9 27.3	12 6.6 54.5	4 11.4 18.2	11 5.3 50.0	5 8.9 22.7	2 7.4 9.1	-	2 4.0 9.1

Table 86
Q.3d SEC.C Flavor (Earthy/Woody / Sweet/Floral) Of Your Primary Brand

																=====	:=== = =	======	:======	=====
																		DRUG/		
					SMOKIN													GRO-	REST-	
		SMOK	CING TE	ENURE	(NON	I-SEASO	ONAL)				US					TRADI		CERY/	AURANT	
			======	=====		======	=====		IGAR B			IONAL				-TION		CON-	/CIGAR	
		2			1 OR			SMOKE	ED MOS	r often	TOBA					-AL		VENI-	BAR/	
	TOTAL			11 OR			4+			======		UCTS		OF SMC			TOB-	ENCE/	SPORT	
	PRE-				PER		PER			ARTURO							ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	====	=====	=====	=====	=====	22222	=====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====
Base: Primary And Secondary	373	94	166	113	99	44	53	73	14	26	134	239	155	181	35	207	56	27	6	50
Brand Are Similar Or Have	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Primary Brand Only	100.0	25.2	44.5	30.3	26.5	11.8	14.2	19.6	3.8	7.0	35.9	64.1	41.6	48.5	9.4	55.5	15.0	7.2	1.6	13.4
					_	_					_			_						
Don't know	4	•	-	- 4	2	1	-	-	-	-	3	1	-	. 3	1	2	. 1	-	-	1
	1.1	-	-	3.5	2.0		-	-	-		2.2			1.7		1.0	1.8	-		2.0
	100.0	-	-	100.0	50.0	25.0	-	-	-	-	75.0	25.0	-	75.0	25.0	50.0	25.0	•	-	25.0
Sigma	373	94	166	113	99	44	53	73	14	26	134	239	155	181	3 5	207	56	27	6	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.2	44.5	30.3	26.5	11.8	14.2	19.6	3.8	7.0	35.9	64.1	41.6	48.5	9.4	55.5	15.0	7.2	1.6	13.4
Mean Base	369	94	166	109	97	43	53	73	14	26	131	238	155	178	34	205	55	27	6	49
nean base	307	74	100	107	71	45	,,,	, ,	14	20	131	230	100	170	34	205	رر	21	0	49
Mean	2.69	2.78	2.67	2.63	2.66	2.91	2.49	2.74	2.93	2.77	2.73	2.66	2.66	2.74	2.59	2.76	2.71	3.00	2.67	2.29
							4 00													
Standard Deviation	1.10	1.06	1.09	1.14	1.10	1.15	1.20	1.01	1.00	0.82	1.16	1.06	1.06	1.09	1.31	1.06	1.18	1.14	1.03	1.02
Standard Error	0.06	0.11	0.08	0.11	0.11	0.18	0.17	0.12	0.27	0.16	0.10	0.07	0.09	0.08	0.22	0.07	0.16	0.22	0.42	0.15
Standard Deviation Standard Error		1.06 0.11														1.06 0.07		1.14		1.02 0.15

Table 87 Q.3e SEC.C Flavor (Short Finish/Long Finish) Of Your Primary Brand

																	=====	======	=====	======	=====
						(NO	N-SEAS	ONAL)	•								TRADI				
		TOTAL PRE-	2		11 OR	1 OR LESS	2-3	4+	SMOK	ED MOS	OFTEN	TOB/ PROI	ACCO DUCTS	AGE	OF SM	OKER	-TION -AL TOB-		VENI-	BAR/ SPORT	
		MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	2424	FUENTE	VEC	NO	10.7/	7C C/	FF.	01100				MAIL ORDER
se: Primary And S and Are Similar O imary Brand Only	econdary r Have	373 100.0	94 100.0	166 100.0	113 100.0	99 100.0	44 100.0	53 100.0	73 100.0	14 100.0	26 100.0	134 100.0	239 100.0	155 100.0	181 100.0	35 100.0	207 100.0	56 100.0	27 100.0	6 100.0	50 100.0
p 2 Box (Net)		47 12.6	18 19.1	18 10.8			11 25.0	6 11.3	11 15.1	2 14.3	1 3.8	14 10.4	33 13.8	23 14.8	20 11.0	9.4 4 11.4	30 14.5	3 5.4	7.2 5 18.5	1	5
- Short Finish		17	30.3								_	29.8	70.2	48.9	42.6	8.5	63.8	6.4	10.6		10.6
		4.6 100.0	6.4 35.3	5.4 52.9	1.8 11.8	5.1 29.4	11.4 29.4	5.7 17.6	2.7 11.8	7.1 5.9	3.8 5.9	2.2 17.6	5.9 82.4	3.9 35.3	5.0 52.9	5.7 11.8	3.9 47.1	3.6 11.8	3 11.1 17.6	-	4.0 11.8
		30 8.0 100.0	12 12.8 40.0	9 5.4 30.0	9 8.0 30.0	6.1 20.0	6 13.6 20.0	3 5.7 10.0	9 12.3 30.0	7.1 3.3	-	11 8.2 36.7	19 7.9 63.3	17 11.0 56.7	11 6.1 36.7	2 5.7 6.7	22 10.6 73.3	1 1.8 3.3	2 7.4 6.7		
		97 26.0 100.0	25 26.6 25.8	45 27.1 46.4	27 23.9 27.8	27 27.3 27.8	7 15.9 7.2	11 20.8 11.3	22 30.1 22.7	3 21.4 3.1	6 23.1 6.2	34 25.4 35.1	63 26.4 64.9	44 28.4 45.4	42 23.2 43.3	10 28.6 10.3	52 25.1 53.6	19 33.9 19.6	6 22.2 6.2	- - -	12 24.0 12.4
ttom 2 Box (Net)		211 56.6 100.0	50 53.2 23.7	95 57.2 45.0	66 58.4 31.3	57 57.6 27.0	23 52.3 10.9	33 62.3 15.6	37 50.7 17.5	7 50.0 3.3	18 69.2 8.5	76 56.7 36.0	135 56.5 64.0	86 55.5 40.8	107 59.1 50.7	17 48.6 8.1	119 57.5 56.4	29 51.8 13.7	15 55.6 7.1	5 83.3 2.4	28 56.0 13.3
		102 27.3 100.0	30 31.9 29.4	48 28.9 47.1	24 21.2 23.5	32 32.3 31.4	6 13.6 5.9	14 26.4 13.7	21 28.8 20.6	3 21.4 2.9			68 28.5 66.7	49 31.6 48.0	46 25.4 45.1	6 17.1 5.9	59 28.5 57.8	13 23.2 12.7	4 14.8 3.9	2 33.3 2.0	17 34.0 16.7
- Long Finish	Ci.	109 29.2 100.0		47 28.3 43.1	42 37.2 38.5	25 25.3 22.9			16 21.9 14.7	28.6 3.7	7 26.9 6.4	42 31.3 38.5	67 28.0 61.5	37 23.9 33.9	61 33.7 56.0	11 31.4 10.1	60 29.0 55.0	16 28.6 14.7	11 40.7 10.1	3 50.0 2.8	11 22.0 10.1
Custom Research	CONFIDENTIAL nderProtective Order INPD 011397					Proje	ct Y4V	X007-1	- G	ENERAL	CIGAR	ATTITUI	DE AND	USAGE							
<u>t</u>	and Are Similar O imary Brand Only p 2 Box (Net) - Short Finish ttom 2 Box (Net)	- Short Finish ttom 2 Box (Net)	Se: Primary And Secondary and Are Similar Or Have imary Brand Only 100.0 p 2 Box (Net) 47 12.6 100.0 - Short Finish 17 4.6 100.0 30 8.0 100.0 97 26.0 100.0 ttom 2 Box (Net) 211 56.6 100.0 - Long Finish 109 29.2 100.0	TOTAL YEARS PRE- OR MIUM LESS ==================================	TOTAL YEARS PRE- OR 3-10 MIUM LESS YEARS ====================================	TOTAL YEARS 11 OR PRE- OR 3-10 MORE MIUM LESS YEARS YEARS YEARS and Are Similar Or Have imary Brand Only 100.0 100.0 100.0 100.0 100.0 25.2 44.5 30.3 12.6 19.1 10.8 9.7 100.0 38.3 38.3 23.4 16.6 6.4 5.4 1.8 100.0 35.3 52.9 11.8 100.0 40.0 30.0 30.0 30.0 100.0 25.8 46.4 27.8 100.0 25.8 46.4 27.8 100.0 23.7 45.0 31.3 102 30 48 24 27.3 31.9 28.9 21.2 100.0 29.4 47.1 23.5 100.0 29.4 47.1 23.5 100.0 29.4 47.1 23.5 100.0 29.4 47.1 23.5 100.0 29.4 47.1 23.5 100.0 28.3 37.2 100.0 18.3 43.1 38.5	SMOKING TENURE (NO	SMOKING TENURE	TOTAL YEARS 11 OR LESS 2-3 4+ PRE- OR 3-10 MORE PER PER PER MIUM LESS YEARS YEARS WEEK WEEK WEEK WEEK WEEK WEEK WEEK WEE	SMOKING TENURE (NON-SEASONAL) 2 1 1 0R SMOKING TENURE 2 1 1 0R SMOKING TENURE 2 1 1 0R SMOKING TENURE 1 1 0R LESS 2-3 4+ SMITH CALL STATE	SMOKING TENURE (NON-SEASONAL) 2 1 0 0 5 5 5 3 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	SMOKING TENURE (NON-SEASONAL) TOTAL YEARS 11 OR 1 O	See: Primary And Secondary and Are Similar Or Have imary Brand Only P 2 Box (Net) 17 6 9 2 5 5 3 2 1 1 2 1 3 3 4 5 10 4 5 1 1 4 5 7 5 1 4 3 1 1 1 1 1 1 5 1 1 5 1 1 4 3 3 8 10 4 10 0 10 0 0 35.3 5 2.9 11.8 29.4 29.4 17.6 11.8 5.9 5.9 17.6 10 0 25.8 46.4 27.8 27.8 10 0 25.4 4 3 2.1 25.4 10 0 25.8 46.4 27.8 27.8 10 0 29.4 47.1 23.5 31.4 26.2 31.3 33.3 37.7 18 76.2 35.4 10 0 29.4 47.1 23.5 31.4 26.2 31.3 34.3 36.3 37.2 25.3 31.6 26.4 28.8 21.4 42.3 25.4 10 0 29.4 47.1 23.5 31.4 26.2 31.3 34.3 36.3 37.2 25.3 38.6 35.8 21.9 28.6 26.9 31.3 30.1 21.4 23.1 25.4 10 0 29.4 47.1 23.5 31.4 5.9 13.7 20.6 2.9 10.8 33.3 37.2 25.3 38.6 35.8 21.9 28.6 26.9 31.3 30.1 21.4 23.1 25.4 25.4 25.4 25.4 25.4 25.4 25.4 25.4	See: Primary And Secondary and Are Similar Or Have imary Brand Only 2	See: Primary And Secondary and Are Similar Or Have imary Brand Only 100.0 100	Secondary and Secondary and Are Similar Or Have imary Brand Only 100.0 1	Secondary and Secondary and Far Similar Or Have imary Brand Only 100,0 100	Sel: Primary And Secondary and Are Similar or Have imary Brand Only 100.0 100.	SHOKING TENURE (NON-SEASONAL) TOTAL YEARS 11 OR LESS 2-3 4+ SMOKED MOST OFTEN TOBACCO PRODUCTS AGE OF SMOKER TOBACCO PRODUCTS AGE OF S	See: Primary And Secondary and Are Similar of Nave imary Brand Only 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1	Set: Primary And Secondary and Are Similar Or Have imary Brand Only 100.0 100

Table 87
Q.3e SEC.C Flavor (Short Finish/Long Finish) Of Your Primary Brand

			CING TI		(NON)	IG FREG	ONAL)	0.1	TOAR D	TAND.	US	_				TRADI		CERY/	REST- AURANT		
	TOTAL	2 YEARS		11 OR	1 OR	2-3	4+	SMOKE		T OFTEN	TOBA	TONAL CCO DUCTS	AGE	OF SMC	KER	-TION -AL TOB-	TOB-	VENI-	/CIGAR BAR/ SPORT		
	PRE- MIUM	OR LESS		MORE YEARS	PER WEEK	PER WEEK	PER WEEK	MACA- NUDO		ARTURO FUENTE			18-34			ACCO SHOP	ACCO OUTLET			MAIL ORDER	
Base: Primary And Secondary Brand Are Similar Or Have Primary Brand Only		100.0	100.0	113 100.0 30.3	100.0			100.0		100.0		100.0	155 100.0 41.6					100.0	100.0	50 100.0 13.4	
Don't know	18 4.8 100.0	1.1	8 4.8 44.4	8.0	4.0	3 6.8 16.7				3.8	10 7.5 55.6	8 3.3 44.4	2 1.3 11.1	12 6.6 66.7	4 11.4 22.2	6 2.9 33.3	8.9			5 10.0 27.8	
Sigma	373 100.0 100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0		100.0	155 100.0 41.6	181 100.0 48.5		100.0	100.0	100.0	100.0	100.0	
Mean Base	355	93	158	104	95	41	50	70	12	25	124	231	153	169	31	201	51	26	6	45	
Mean	3.72	3.49	3.73	3.91	3.69	3.59	3.86	3.57	3.67	3.92	3.81	3.67	3.61	3.82	3.71	3.70	3.78	3.69	4.17	3.71	
Standard Deviation	1.13	1.16	1.12	1.09	1.09	1.47	1.18	1.07	1.30	0.95	1.08	1.16	1.09	1.15	1.22	1.13	1.05	1.41	1.17	1.06	
Standard Error	0.06	0.12	0.09	0.11	0.11	0.23	0.17	0.13	0.38	0.19	0.10	0.08	0.09	0.09	0.22	0.08	0.15	0.28	0.48	0.16	

Table 88 Q.3f SEC.C Flavor (Smooth, Creamy/Spicy) Of Your Primary Brand

		=====	KING T	ENURE	(NO	NG FRE N-SEAS	ONAL)	С	IGAR B		ADDI	SE TIONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
	TOTAL	2 YEARS		11 OR	1 OR LESS	2-7	4+			T OFTEN		ACCO DUCTS	4.00	05 011	0//ED	-AL		VENI-	-	
	PRE-	OR		MORE		PER	PER			ARTURO				OF SM		TOB-	TOB- ACCO		SPORT CLUB/	MATI
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOD	OUTLET	COLINIT	CVENT	OBDEB
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	=====	=====	=====	====	=====	=====
Base: Primary And Secondary Brand Are Similar Or Have	373 100.0	100.0	166 100.0	100.0	100.0	44 100.0	100.0	100.0	100.0	26 100.0				181 100.0	35 100.0		56 100 0	27 100.0	6 100 0	50 100.0
Primary Brand Only	100.0	25.2	44.5	30.3	26.5	11.8	14.2	19.6	3.8	7.0	35.9	64.1	41.6	48.5	9.4	55.5	15.0	7.2		13.4
Top 2 Box (Net)		44 46.8		44.2			20 37.7	49.3	35.7			100 41.8		80 44.2	19 54.3	90 43.5	26 46.4	15 55.6	2 33.3	20 40.0
	100.0	27.3	41.6	31.1	23.6	11.8	12.4	22.4	3.1	5.0	37.9	62.1	37.9	49.7	11.8	55.9	16.1	9.3	1.2	12.4
1 - Smooth, Creamy Flavor		13.8		16.8				9 12.3	1 7.1			27 11.3		27 14.9	9 25.7	26 12.6	10 17.9	5 18.5	-	6 12.0
	100.0	26.5	34.7	38.8	16.3	12.2	18.4	18.4	2.0	4.1	44.9	55.1	26.5	55.1	18.4	53.1	20.4	10.2	-	12.2
2	112 30.0	31 33.0	50 70 1	31	30	13	11	27	4	6	39	73	48	53	10	64	16	10	2	14
	100.0		30.1 44.6			29.5 11.6		37.0 24.1	28.6 3.6	5.4	29.1 34.8	30.5 65.2	31.0 42.9	29.3 47.3	28.6 8.9	30.9 57.1	28.6 14.3	37.0 8.9	33.3 1.8	
3	129	32	57	40	39	15	18	28	5	13	41	88	56	63	9	72	18	9	3	10
	34.6	34.0		35.4	39.4	34.1	34.0			50.0	30.6	36.8	36.1	34.8	25.7		32.1		50.0	18 36.0
	100.0	24.8	44.2	31.0	30.2	11.6	14.0	21.7	3.9	10.1	31.8	68.2	43.4	48.8			14.0	7.0	2.3	
Bottom 2 Box (Net)	78	17	42	19	20	10	15	9	4	5	29	49	38	33	7	43	11	3	1	11
	20.9	18.1 21.8	25.3 53.8			22.7 12.8		12.3 11.5	28.6 5.1	19.2	21.6	20.5 62.8	24.5	18.2	20.0 9.0			11.1		22.0
						12.0	.,	,	7.1	0.4	31,2	02.0	40.7	42.3	9.0	22.1	14.1	3.8	1.3	14.1
4	57 15.7	14	31	12	14	7	7	8	3	5	20	37	31	22	4	34	7	-	1	7
	15.3 100.0		18.7 54.4	21.1		15.9 12.3		11.0 14.0		19.2 8.8	14.9 35.1	15.5 64.9	20.0 54.4	12.2 38.6		16.4 59.6	12.5 12.3	-	16.7 1.8	14.0 12.3
5 - Spicy Flavor	21	_ 3	11	7	6	3	8	1	1	-	9	12	7	11	3	9	4	3	_	4
	5.6 100.0	3.2 14.3	6.6 52.4	6.2 33.3	6.1 28.6	6.8 14.3		1.4 4.8	7.1 4.8		6.7 42.9		4.5 33.3	6.1 52.4	8.6 14.3	4.3 42.9	7.1 19.0	11.1 14.3	-	8.0 19.0

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Table 88
Q.3f SEC.C Flavor (Smooth, Creamy/Spicy) Of Your Primary Brand

STORE PURCHASE CIGARS
AT MOST OFTEN

																=====	======	=====	======	=====
		SMOK	CING TE	ENURE	(NOM)	NG FREC	ONAL)	C.	IGAR BI	DAND	US	SE FIONAL				TRADI			AURANT	
		2			1 OR					T OFTEN	TOBA	CCO				-TION -AL		VENI-	/CIGAR BAR/	
	TOTAL PRE-		3-10	11 OR MORE	LESS PER	2-3 PER	4+ PER			ARTURO		OUCTS		OF SMO		TOB- ACCO	TOB- ACCO	ENCE/ DIS-	SPORT CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE		NO			55+		OUTLET			ORDER
						92202						=====	=====	=====	====	=====	=====	=====	=====	====
Base: Primary And Secondary Brand Are Similar Or Have	373 100.0	94 100.0		113 100.0	99 100-0	44 100 - 0	53 100.0				134 100.0		155 100.0	181 100 0	35 100 0	207	56 100 0	27 100.0	_	50 100.0
Primary Brand Only				30.3							35.9					55.5	15.0			13.4
Don't know	5	1	-	4	2	-	-	-	-	-	3	2	-	5	-	2	1	-	-	. 1
	1.3 100.0	1.1 20.0	-	3.5 80.0		-	-	-	-		2.2 60.0		-	2.8 100.0		1.0 40.0		-		2.0 20.0
Sigma	373	94	166	113	99	44	53						155	181	35	207			_	
	100.0			100.0 30.3							100.0 35.9					100.0 55.5	100.0 15.0	100.0 7.2		100.0 13.4
Mean Base	368	93	166	109	97	44	53	73	14	26	131	237	155	176	35	205	55	27	6	49
Mean	2.70	2.60	2.81	2.61	2.79	2.73	2.89	2.52	2.93	2.81	2.66	2.72	2.81	2.64	2.49	2.69	2.62	2.48	2.83	2.78
Standard Deviation	1.06	1.01	1.07	1.10	1.00	1.11	1.28	0.90	1.07	0.85	1.14	1.02	1.00	1.08	1.25	1.03	1.15	1.16	0.75	1.10
Standard Error	0.06	0.10	0.08	0.11	0.10	0.17	0.18	0.11	0.29	0.17	0.10	0.07	0.08	0.08	0.21	0.07	0.15	0.22	0.31	0.16

STORE PURCHASE CIGARS

Table 89 Q.3g SEC.C Physical Appearance (Dark Wrapper/Light Wrapper) Of Your Primary Brand

AT MOST OFTEN -------DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 1 OR SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ ============== **PRODUCTS** TOB-TOB-ENCE/ SPORT 3-10 MORE PER PER PER MACA- PART- ARTURO ======= ==== ACCO ACCO DIS- CLUB/ MAIL YEARS YEARS WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT -----Base: Primary And Secondary 166 73 14 26 134 239 155 56 27 50 Brand Are Similar Or Have 6 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 Primary Brand Only 25.2 44.5 30.3 26.5 11.8 14.2 19.6 3.8 7.0 35.9 64.1 41.6 48.5 9.4 55.5 15.0 7.2 1.6 Top 2 Box (Net) 144 33 42 17 21 20 6 12 61 83 49 79 15 75 20 3 25 35.1 36.7 44.2 42.4 38.6 39.6 27.4 42.9 46.2 45.5 34.7 31.6 43.6 42.9 36.2 35.7 25.9 50.0 50.0 42.4 22.9 34.7 29.2 14.6 11.8 13.9 4.2 8.3 42.4 57.6 34.0 54.9 10.4 52.1 13.9 2.1 17.4 1 - Dark Wrapper 68 13 25 30 14 14 2 6 6 30 38 11 11 2 14 18.2 13.8 15.1 14.1 22.7 26.4 8.2 14.3 23.1 22.4 15.9 11.0 22.1 31.4 16.4 19.6 7.4 28.0 19.1 36.8 44.1 20.6 14.7 20.6 8.8 2.9 8.8 44.1 55.9 25.0 58.8 16.2 50.0 16.2 20.6 2 36 28 14 31 32 39 9 3 11 21.3 21.7 17.7 28.3 15.9 13.2 19.2 28.6 23.1 23.1 18.8 21.5 20.6 11.4 19.8 16.1 18.5 50.0 100.0 26.3 47.4 26.3 36.8 9.2 9.2 18.4 5.3 7.9 40.8 59.2 42.1 51.3 5.3 53.9 11.8 3.9 14.5 3 24 36 26 19 13 24 14 4 3 22 64 34 45 6 49 13 25.5 21.7 23.0 19.2 31.8 24.5 32.9 28.6 11.5 16.4 26.8 21.9 24.9 17.1 23.7 23.2 25.9 16.7 24.0 27.9 41.9 30.2 22.1 16.3 15.1 27.9 25.6 4.7 3.5 74.4 39.5 52.3 7.0 57.0 15.1 8.1 1.2 14.0 Bottom 2 Box (Net) 36 68 36 37 13 18 29 4 11 71 13 56 83 23 11 12 37.5 38.3 41.0 31.9 29.5 37.4 34.0 39.7 28.6 42.3 36.6 38.1 45.8 30.9 37.1 40.1 41.1 33.3 40.7 24.0 48.6 25.7 26.4 12.9 9.3 20.7 2.9 7.9 35.0 65.0 50.7 40.0 9.3 59.3 16.4 7.9 1.4 8.6 4 91 26 45 26 16 3 33 58 50 33 8 59 14 5 8 26.3 20.5 18.9 21.9 21.4 26.9 24.6 24.3 32.3 18.2 22.9 28.5 25.0 18.5 16.7 16.0 49.5 22.0 100.0 28.6 28.6 9.9 11.0 17.6 3.3 7.7 36.3 63.7 54.9 36.3 8.8 64.8 15.4 5.5 1.1 8.8 5 - Light Wrapper 49 16 R 13 4 16 33 10.6 13.9 14.2 11.1 9.1 17.8 15.1 7.1 15.4 11.9 13.8 13.5 12.7 14.3 11.6 22.2 16.1 16.7 8.0 CONFIDENTIAL UnderProtective Order INPD 011401 100.0 20.4 46.9 32.7 22.4 8.2 16.3 26.5 2.0 8.2 32.7 67.3 42.9 46.9 10.2 49.0 18.4 12.2

Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE

Table 89
Q.3g SEC.C Physical Appearance (Dark Wrapper/Light Wrapper) Of Your Primary Brand

																=====	======	=====	======	=====	
		SMOR	CING TE		(NOI	NG FREG N-SEASC	ONAL)	_								TRADI		-	AURANT		
	TOTAL	2 YEARS	=====:		1 OR R LESS 2-3 4+		SMOKI		RAND COFTEN	TOBA		AGE	OF SMC	KER	-TION -AL TOB-	TOB-	VENI-	/CIGAR BAR/ SPORT			
	PRE- MIUM		3-10 YEARS		PER WEEK		PER WEEK			ARTURO FUENTE			18-34				ACCO OUTLET	DIS-	CLUB/	MAIL ORDER	
Base: Primary And Secondary Brand Are Similar Or Have Primary Brand Only		100.0	100.0	100.0	100.0	44 100.0 11.8		100.0	100.0		134 100.0 35.9									50 100.0 13.4	
Don't know	3 0.8 100.0	1 1.1 33.3	0.6 33.3				1 1.9 33.3		-		2 1.5 66.7		0.6 33.3		1 2.9 33.3	-	- - -	2 7.4 66.7	-	1 2.0 33.3	
Sigma		100.0	100.0	100.0	100.0	44 100.0 11.8	100.0	100.0	100.0	100.0	134 100.0 3 5.9	100.0				100.0	100.0	27 100.0 7.2	100.0	50 100.0 13.4	
Mean Base	370	93	165	112	98	44	52	73	14	26	132	238	154	180	34	207	56	25	6	49	
Mean	2.94	3.00	3.03	2.75	2.92	2.77	2.83	3.22	2.79	2.88	2.80	3.01	3.17	2.78	2.76	2.99	3.02	3.32	3.00	2.53	
Standard Deviation	1.31	1.22	1.29	1.40	1.26	1.27	1.42	1.19	1.19	1.45	1.36	1.28	1.23	1.33	1.50	1.27	1.37	1.28	1.26	1.29	
Standard Error	0.07	0.13	0.10	0.13	0.13	0.19	0.20	0.14	0.32	0.28	0.12	0.08	0.10	0.10	0.26	0.09	0.18	0.26	0.52	0.18	

Table 90 Q.3h SEC.C Physical Appearance (Light Ash/Dark Ash) Of Your Primary Brand

			KING TI		(NO	NG FREG N-SEASO	ONAL)	C.	IGAR B	DAND	US	SE TIONAL				TRADI			AURANT	
	TOTAL PRE-	2 YEARS OR		11 OR MORE	1 OR LESS	2-3 PER	4+	SMOKE	D MOS	OFTEN	TOBA PROD	CCO OUCTS		OF SMC			TOB-	VENI- ENCE/	SPORT	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	CLUB/ EVENT	ORDER
Base: Primary And Secondary Brand Are Similar Or Have Primary Brand Only		100.0				44 100.0 11.8									35 100.0 9.4		56 100.0 15.0	27 100.0 7.2	6 100.0 1.6	50 100.0 13.4
Top 2 Box (Net)		58 61.7 25.6				28 63.6 12.3			7 50.0 3.1	20 76.9 8.8	77 57.5 33.9	150 62.8 66.1	90 58.1 39.6		22 62.9 9.7	130 62.8 57.3	40 71.4 17.6	13 48.1 5.7	3 50.0 1.3	
1 - Light Ash	97 26.0 100.0	20.2	37 22.3 38.1	41 36.3 42.3	17 17.2 17.5		15 28.3 15.5	21 28.8 21.6	3 21.4 3.1	10 38.5 10.3		61 25.5 62.9		45 24.9 46.4	15 42.9 15.5	54 26.1 55.7	16 28.6 16.5	6 22.2 6.2	2 33.3 2.1	11 22.0 11.3
2	130 34.9 100.0	39 41.5 30.0		37 32.7 28.5	38 38.4 29.2			32 43.8 24.6	28.6 3.1	10 38.5 7.7	41 30.6 31.5	89 37.2 68.5		69 38.1 53.1	7 20.0 5.4	76 36.7 58.5	24 42.9 18.5	7 25.9 5.4		18 36.0 13.8
3	101 27.1 100.0		44 26.5 43.6	30 26.5 29.7		12 27.3 11.9	10 18.9 9.9	14 19.2 13.9	5 35.7 5.0	3 11.5 3.0		62 25.9 61.4		45 24.9 44.6	9 25.7 8.9	53 25.6 52.5	11 19.6 10.9	11 40.7 10.9		12 24.0 11.9
Bottom 2 Box (Net)	40 10.7 100.0		30 18.1 75.0		13 13.1 32.5		8 15.1 20.0	5 6.8 12.5	1 7.1 2.5	3 11.5 7.5		25 10.5 62.5	16 10.3 40.0		3 8.6 7.5	22 10.6 55.0	5 8.9 12.5	3 11.1 7.5		7 14.0 17.5
4	30 8.0 100.0	5 5.3 16.7	23 13.9 76.7	2 1.8 6.7	9 9.1 30.0	3 6.8 10.0	5 9.4 16.7	5.5 13.3	1 7.1 3.3	7.7 6.7	10 7.5 33.3	20 8.4 66.7	15 9.7 50.0	13 7.2 43.3	1 2.9 3.3	18 8.7 60.0	3 5.4 10.0	-	- - -	7 14.0 23.3
5 - Dark Ash Und I	10 2.7 100.0		7 4.2 70.0	2 1.8 20.0	4.0 40.0		3 5.7 30.0	1 1.4 10.0	-	1 3.8 10.0	5 3.7 50.0	5 2.1 50.0	1 0.6 10.0	7 3.9 70.0	2 5.7 20.0	4 1.9 40.0		3 11.1 30.0	-	

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Table 90 Q.3h SEC.C Physical Appearance (Light Ash/Dark Ash) Of Your Primary Brand

																=====	======	=====	======	=====
		SMO	KING T	ENURE	(NO	NG FRE	ONAL)	_			U:					TRADI			REST- AURANT	
		2	=====	=====	1 OR	=====	=====		IGAR B	RAND T OFTEN		TIONAL ACCO				-TION			/CIGAR	
	TOTAL	YEARS		11 OR		2-3	4+			======		DUCTS	AGE	OF SM	NER.	-AL TOB-	TOB-	VENI-	SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO							ACCO		CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK			FUENTE				35-54			OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	====	=====	=====	=====	=====	22222	=====	=====	=====	=====	#====	=====	=====	=====	=====	======	=====
Base: Primary And Secondary Brand Are Similar Or Have Primary Brand Only		94 100.0 25.2	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0					207 100.0 55.5	56 100.0 15.0	27 100.0 7.2		50 100.0 13.4
	_	_												,	,.,		,,,,		1.0	13.4
Don't know	1.3 100.0				2.0 40.0	-	1 1.9 20.0		7.1 20.0		3 2.2 60.0			2 1.1 40.0	1 2.9 20.0	2 1.0 40.0	-	- - -	- - -	2 4.0 40.0
Sigma		94 100.0 25.2	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0					207 100.0 55.5	56 100.0 15.0	27 100.0 7.2		100.0
Mean Base	368	91	165	112	97	44	52	72	13	26	131	237	153	179	34	205	56	27	6	48
Mean	2.26	2.23	2.45	1.99	2.43	2.11	2.27	2.06	2.31	2.00	2.29	2.24	2.28	2.26	2.06	2.23	2.13	2.52	2.17	2.31
Standard Deviation	1.02	0.88	1.11	0.93	1.02	1.06	1.16	0.92	0.95	1.10	1.07	1.00	0.96	1.04	1.18	1.00	1.01	1.19	0.98	0.99
Standard Error	0.05	0.09	0.09	0.09	0.10	0.16	0.16	0.11	0.26	0.21	0.09	0.06	0.08	0.08	0.20	0.07	0.13	0.23	0.40	0.14

STORE PURCHASE CIGARS

1.4 19.4

Table 91 Q.3i SEC.C Physical Appearance (Small Gauge/Large Gauge) Of Your Primary Brand

AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ **PRODUCTS** TOB- TOB-ENCE/ SPORT 3-10 MORE PER PER PER MACA- PART- ARTURO ======== === ACCO ACCO DIS- CLUB/ MIUM LESS YEARS YEARS WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT Base: Primary And Secondary 166 73 14 26 134 239 155 56 27 50 Brand Are Similar Or Have 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 Primary Brand Only 100.0 25.2 44.5 30.3 26.5 11.8 14.2 19.6 3.8 7.0 35.9 64.1 41.6 48.5 9.4 55.5 15.0 7.2 1.6 13.4 Top 2 Box (Net) 23 15 2 20 38 35 36 46 13 10 20.9 24.5 19.3 20.4 19.2 34.1 13.2 27.4 35.7 7.7 28.4 16.7 22.6 19.9 20.0 22.2 23.2 37.0 16.7 4.0 100.0 29.5 41.0 29.5 24.4 19.2 9.0 25.6 6.4 2.6 48.7 51.3 44.9 46.2 59.0 9.0 16.7 12.8 1.3 2.6 1 - Small, Narrow Ring Gauge 26 10 14 16 10 7.0 8.5 5.4 8.0 4.0 11.4 7.5 13.7 14.3 - 10.4 5.0 5.2 8.8 5.7 10.7 4.8 14.8 16.7 4.0 30.8 34.6 34.6 15.4 19.2 15.4 38.5 7.7 - 53.8 46.2 30.8 61.5 7.7 38.5 23.1 15.4 2 10 3 10 3 2 24 28 27 36 6 13.9 16.0 13.9 12.4 15.2 22.7 5.7 13.7 21.4 7.7 17.9 11.7 17.4 11.0 14.3 17.4 12.5 22.2 26.9 28.8 19.2 19.2 5.8 5.8 3.8 46.2 53.8 51.9 38.5 9.6 13.5 69.2 11.5 3 106 30 27 35 17 25 8 37 69 45 52 7 51 23 8 16 28.4 31.9 29.5 23.9 18.2 32.1 34.2 28.6 15.4 27.6 28.9 29.0 28.7 20.0 24.6 41.1 29.6 33.3 32.0 46.2 25.5 33.0 7.5 16.0 23.6 3.8 3.8 34.9 65.1 42.5 49.1 6.6 48.1 21.7 7.5 1.9 15.1 Bottom 2 Box (Net) 183 21 28 27 19 57 126 74 20 106 19 31 49.1 41.5 50.0 54.0 43.4 47.7 52.8 37.0 35.7 73.1 42.5 52.7 47.7 49.2 57.1 51.2 33.9 33.3 50.0 62.0 100.0 21.3 33.3 23.5 45.4 11.5 15.3 10.4 31.1 68.9 40.4 48.6 10.9 57.9 14.8 2.7 10.4 1.6 16.9 4 111 30 28 14 10 13 31 80 51 57 66 7 17 31.9 27.4 28.3 31.8 18.9 28.8 21.4 50.0 23.1 33.5 32.9 31.5 8.6 31.9 16.1 25.9 33.3 34.0 100.0 27.0 45.0 27.9 25.2 12.6 9.0 18.9 2.7 11.7 27.9 72.1 45.9 51.4 2.7 59.5 8.1 1.8 6.3 15.3 5 - Large, Thick Ring Gauge 72 33 15 18 6 2 26 46 23 32 14 19.3 9.6 19.9 26.5 15.2 15.9 34.0 8.2 14.3 23.1 19.4 19.2 14.8 17.7 48.6 19.3 17.9 7.4 16.7 28.0 9.7 25.0 8.3 2.8 8.3 36.1 63.9 31.9 44.4 23.6 55.6 13.9

Table 91
Q.3i SEC.C Physical Appearance (Small Gauge/Large Gauge) Of Your Primary Brand

																=====	======	=====	=====	=====
		SMOI	KING T	ENURE		NG FRE					US	_			•	TRADI		CERY/	REST- AURANT	
		2	=====	=====	1 OR	=====	=====		IGAR BI			TIONAL				-TION			/CIGAR	
	TOTAL	YEARS		11 OR		2-3	4+			T OFTEN		ACCO DUCTS	4.05	05 500	OKED	-AL	TOD	VENI-		
	PRE-	OR	3-10		PER	PER	PER			ARTURO				OF SMC		TOB-	TOB- ACCO		SPORT CLUB/	MATI
	MIUM	LESS		YEARS		WEEK	WEEK			FUENTE		NO	18-34				OUTLET			MAIL ORDER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	=====	=====	3110F	======	=====	EVENI	
Base: Primary And Secondary	373	94	166	113	99	44	53	73	14	26	134	239	155	181	35	207	56	27	6	50
Brand Are Similar Or Have				100.0							100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Primary Brand Only	100.0	25.2	44.5	30.3	26.5	11.8	14.2	19.6	3.8	7.0	35.9	64.1	41.6	48.5	9.4	55.5	15.0	7.2	1.6	13.4
	_	_	_	_	_															
Don't know	6	_	2	2	2		1	1	-	_ 1	2	4	1	4	1	4	1	-	-	1
	1.6		1.2				1.9	1.4						2.2	2.9		1.8	-	-	2.0
	100.0	33.3	33.3	33.3	33.3	•	16.7	16.7	-	16.7	33.3	66.7	16.7	66.7	16.7	66.7	16.7	-	-	16.7
Sigma	373	94	166	113	99	44	53	73	14	26	134	239	155	181	75	207		27	,	
3 i gilia				100.0											35	100.0	56 100 0	27 100.0	100.0	50 100.0
		25.2					14.2				35.9					55.5		7.2		• -
	100.0	LJ.L	77.5	30.3	20.5		17.2	17.0	3.0	7.0	33.7	04.1	41.0	40.5	7.4	,,,,	15.0	1.2	1.0	13.4
Mean Base	367	92	164	111	97	44	52	72	14	25	132	235	154	177	34	203	55	27	6	49
Mean	3.41	3.18	3.46	3.53	3.36	3.18	3.67	3.04	3.00	3.92	3.23	3.51	3.35	3.39	3.82	3.44	3.18	2.89	3.33	3.84
Standard Deviation	1.16	1.10	1.13	1.24	1.05	1.28	1.23	1.16	1.30	0.86	1.26	1.09	1.09	1.17	1.36	1.14	1.20	1.19	1.37	0.99
																		. •	,,,,,	
Standard Error	0.06	0.11	0.09	0.12	0.11	0.19	0.17	0.14	0.35	0.17	0.11	0.07	0.09	0.09	0.23	0.08	0.16	0.23	0.56	0.14

Table 92 Q.3j SEC.C Physical Appearance (Short Length/Long Length) Of Your Primary Brand

	PRE- MIUM	2 YEARS OR LESS	YEARS	11 OR MORE YEARS	(NOI ===== 1 OR LESS PER WEEK	2-3 PER WEEK	ONAL) ====== 4+ PER WEEK	SMOKE ===== MACA- NUDO	PART- AGAS	OFTEN E===== ARTURO FUENTE	TOBA PROD ====== YES	TIONAL ACCO DUCTS 	18-34	35-54	55+	ACCO SHOP	TOB- ACCO OUTLET	CON- VENI- ENCE/ DIS- COUNT	AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	ORDER
Base: Primary And Secondary Brand Are Similar Or Have Primary Brand Only		100.0	100.0	100.0	100.0	100.0	53 100.0 14.2							181 100.0 48.5		207 100.0 55.5	56 100.0 15.0	27 100.0 7.2		50 100.0 13.4
Top 2 Box (Net)	56 15.0 100.0	18.1	22 13.3 39.3				9 17.0 16.1	14 19.2 25.0	1 7.1 1.8		25 18.7 44.6			23 12.7 41.1				8 29.6 14.3		6 12.0 10.7
1 - Short Length	25 6.7 100.0			12 10.6 48.0	4.0	5 11.4 20.0		7 9.6 28.0	1 7.1 4.0	1 3.8 4.0	9 6.7 36.0	16 6.7 64.0	7 4.5 28.0	13 7.2 52.0	5 14.3 20.0		4 7.1 16.0	6 22.2 24.0	1 16.7 4.0	
2	31 8.3 100.0	13.8 41.9	13 7.8 41.9	5 4.4 16.1		9.1 12.9	3 5.7 9.7	7 9.6 22.6	- - -	- - -	16 11.9 51.6	15 6.3 48.4	20 12.9 64.5	10 5.5 32.3	1 2.9 3.2	18 8.7 58.1	5 8.9 16.1	7.4 6.5	1 16.7 3.2	
3	113 30.3 100.0		55 33.1 48.7		32.3	29.5	12 22.6 10.6				45 33.6 39.8			50 27.6 44.2			17 30.4 15.0	8 29.6 7.1		15 30.0 13.3
Bottom 2 Box (Net)	202 54.2 100.0		89 53.6 44.1	69 61.1 34.2		22 50.0 10.9	60.4			18 69.2 8.9	62 46.3 30.7			106 58.6 52.5			30 53.6 14.9	11 40.7 5.4	3 50.0 1.5	28 56.0 13.9
4	128 34.3 100.0		59 35.5 46.1			14 31.8 10.9		21 28.8 16.4	5 35.7 3.9	14 53.8 10.9	32 23.9 25.0		52 33.5 40.6		6 17.1 4.7	74 35.7 57.8	20 35.7 15.6	7 25.9 5.5	3 50.0 2.3	16 32.0 12.5
5 - Long Length		12.8					14 26.4 18.9							36 19.9 48.6				4 14.8 5.4	- - -	12 24.0 16.2

Table 92 Q.3j SEC.C Physical Appearance (Short Length/Long Length) Of Your Primary Brand

																=====	======		======	=====
		SMOI	KING TE		(NOI	IG FREG	ONAL)					USE ADDITIONAL						DRUG/ GRO- REST- CERY/ AURANT CON- /CIGAR		
	TOTAL	2 YFARS		11 OR	1 OR		4+	SMOK	ED MOS	CAND COFTEN	TOBA		AGE	OF SMO	NED.	-TION -AL TOB-	TOB-	VENI-		
	PRE-	OR	3-10 YEARS	MORE	PER	PER	PER			ARTURO FUENTE	=====		=====		=====	ACCO	ACCO OUTLET	DIS-	CLUB/	MAIL ORDER
	=====	=====	E2222	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base: Primary And Secondary Brand Are Similar Or Have Primary Brand Only		100.0	166 100.0 44.5			100.0		100.0	100.0	100.0	134 100.0 35.9							100.0	100.0	50 100.0 13.4
Don't know	2 0.5 100.0	-	-		1 1.0 50.0			-	7.1 50.0		2 1.5 100.0	- -		2 1.1 100.0	-	1 0.5 50.0	- - -	- - -	-	1 2.0 50.0
Sigma		100.0	166 100.0 44.5	100.0			100.0	100.0	100.0	100.0	134 100.0 35.9							100.0	100.0	100.0
Mean Base	371	92	166	113	98	44	53	73	13	26	132	239	155	179	35	206	56	27	6	49
Mean	3.53	3.38	3.53	3.64	3.64	3.36	3.58	3.27	3.54	3.77	3.44	3.57	3.41	3.59	3.71	3.63	3.48	3.04	3.00	3.63
Standard Deviation	1.11	1.03	1.05	1.24	1.02	1.22	1.26	1.12	1.05	0.86	1.17	1.07	1.04	1.09	1.43	1.02	1.11	1.37	1.26	1.11
Standard Error	0.06	0.11	0.08	0.12	0.10	0.18	0.17	0.13	0.29	0.17	0.10	0.07	0.08	0.08	0.24	0.07	0.15	0.26	0.52	0.16

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Table 93 Q.3k SEC.C Physical Appearance (Tight Draw/Easy Draw) Of Your Primary Brand

AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 1 OR SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ PRODUCTS AGE OF SMOKER TOB- TOB-ENCE/ SPORT OR 3-10 MORE PER PER PER ACCO DIS- CLUB/ MAIL MIUM LESS YEARS YEARS WEEK WEEK NUDO AGAS FUENTE YES 18-34 35-54 55+ SHOP NO OUTLET COUNT EVENT Base: Primary And Secondary 166 113 53 73 26 134 239 155 181 35 207 6 Brand Are Similar Or Have 100.0 Primary Brand Only 100.0 25.2 44.5 30.3 26.5 11.8 14.2 19.6 3.8 7.0 35.9 64.1 41.6 48.5 9.4 55.5 15.0 7.2 1.6 13.4 Top 2 Box (Net) 86 26 11 21 3 35 51 43 33 10 40 16 11 26.3 18.2 20.8 23.0 28.8 7.1 21.3 27.7 18.2 11.5 26.1 28.6 19.3 28.6 25.9 16.7 22.01 100.0 19.8 50.0 30.2 30.2 9.3 12.8 24.4 40.7 59.3 50.0 1.2 3.5 38.4 11.6 46.5 18.6 8.1 1.2 12.8 1 - Tight, Firm Draw 16 8 5 6 2 4.3 3.2 4.8 4.4 6.1 4.5 3.8 5.5 6.0 3.3 5.2 2.2 11.4 3.9 1.8 11.1 2.0 100.0 18.8 50.0 31.3 37.5 12.5 12.5 25.0 50.0 50.0 50.0 25.0 25.0 50.0 6.3 18.8 6.3 2 21 20 17 1 3 27 43 35 29 32 15 10 14.9 21.1 18.6 20.2 13.6 17.0 23.3 7.1 11.5 20.1 18.0 22.6 16.0 17.1 15.5 26.8 14.8 16.7 20.0 20.0 50.0 30.0 28.6 8.6 12.9 24.3 4.3 38.6 61.4 1.4 50.0 41.4 8.6 45.7 21.4 5.7 14.3 3 33 42 15 21 12 6 51 6 76 56 62 79 18 8 2 15 37.2 35.5 29.2 42.4 34.1 11.3 28.8 42.9 46.2 38.1 31.8 36.1 34.3 20.0 38.2 32.1 29.6 33.3 30.0 27.6 46.5 26.0 33.1 11.8 4.7 16.5 4.7 9.4 40.2 59.8 44.1 48.8 5.5 62.2 14.2 1.6 11.8 6.3 Bottom 2 Box (Net) 158 41 63 54 31 21 35 31 11 47 111 85 55 18 22 11 47.8 31.3 47.7 66.0 42.5 50.0 42.3 35.1 46.4 35.5 47.0 51.4 42.5 39.3 40.7 50.0 46.0 25.9 39.9 34.2 19.6 13.3 22.2 19.6 29.7 70.3 4.4 7.0 34.8 53.8 11.4 55.7 13.9 4 107 29 31 24 16 21 22 6 29 43 55 62 14 3 16 28.7 30.9 28.3 27.4 24.2 36.4 39.6 30.1 42.9 30.8 21.6 32.6 27.7 30.4 25.7 30.0 25.0 50.0 32.0 100.0 27.1 43.9 29.0 22.4 15.0 19.6 20.6 5.6 7.5 27.1 72.9 40.2 51.4 8.4 57.9 13.1 2.8 15.0 6.5 5 - Easy Draw 51 12 16 23 14 9 1 3 18 33 12 30 9 26 9.6 7.1 11.4 26.4 12.3 7.1 11.5 13.4 13.8 7.7 16.6 25.7 12.6 14.3 14.8 - 14.0 CONFIDENTIAL
UnderProtective Order
INPD 011409 100.0 23.5 31.4 45.1 13.7 9.8 27.5 17.6 2.0 5.9 35.3 64.7 23.5 58.8 17.6 51.0 15.7 7.8 - 13.7



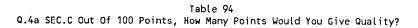
Table 93 Q.3k SEC.C Physical Appearance (Tight Draw/Easy Draw) Of Your Primary Brand

																=====	======	=====	:=====:	=====
			KING TI		(NO	NG FREG	ONAL)	6	rcan n	2410	US	-				TRADI		CERY/	REST- AURANT	
		2		=====					IGAR BI			IONAL				-TION			/CIGAR	
	TOTAL	_		11 00	1 OR	2.7	, .			T OFTEN	TOBA		405	05 646		-AL	ton			
		YEARS	7 10	11 OR		2-3	4+			ADTUDO		OUCTS		OF SMC		TOB-	TOB-			
	PRE-	OR	3-10		PER	PER	PER				=====			75 5/		,,,,,,	ACCO	DIS-	•	MAIL
	MIUM	LESS	TEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	22+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====
Base: Primary And Secondary Brand Are Similar Or Have	373	94 100.0		113	99 100 0	44	53		14		134	239	155	181 100.0	35	207 100.0	56 100.0	27 100.0	6 100.0	50 100.0
Primary Brand Only		25.2												48.5		55.5	15.0			13.4
Fillinary Brand Only	100.0	23.2	44.5	30.5	20.5	11.0	14.2	17.0	3.0	7.0	33.7	04.1	41.0	40.5	7.4	,,,,	15.0	1.2	1.0	13.4
Don't know	2	-	1	-	-	-	1	-	-	-	1	1	1	1	-	-	-	1	-	1
	0.5		0.6	-	-		1.9		-		0.7		0.6	0.6	-	•	•	3.7		2.0
	100.0	50.0	50.0	•	•	-	50.0	-	•	-	50.0	50.0	50.0	50.0	-	•	•	50.0	•	50.0
Sigma	373			–	99	44			14		134			181	35		56		_	
		100.0														100.0		100.0		100.0
	100.0	25.2	44.5	30.3	26.5	11.8	14.2	19.6	3.8	7.0	35.9	64.1	41.6	48.5	9.4	55.5	15.0	7.2	1.6	13.4
Mean Base	371	93	165	113	99	44	52	73	14	26	133	238	154	180	35	207	56	26	6	49
Mean	3.29	3.35	3.17	3.41	3.06	3.36	3.69	3.21	3.50	3.42	3.17	3.36	3.10	3.43	3.37	3.32	3.23	3.19	3.33	3.37
Standard Deviation	1.06	1.00	1.03	1.14	0.99	1.01	1.16	1.11	0.76	0.86	1.09	1.04	1.01	1.02	1.35	1.01	1.06	1.23	0.82	1.03
Standard Error	0.05	0.10	0.08	0.11	0.10	0.15	0.16	0.13	0.20	0.17	0.09	0.07	0.08	0.08	0.23	0.07	0.14	0.24	0.33	0.15

STORE PURCHASE CIGARS

Table 94 Q.4a SEC.C Out Of 100 Points, How Many Points Would You Give Quality?

AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 1 OR SMOKED MOST OFTEN TOBACCO -AL VENI - BAR/ TOTAL YEARS 11 OR LESS 2-3 PRODUCTS AGE OF SMOKER TOB-TOB-ENCE/ SPORT 3-10 MORE PER PER PER MACA- PART- ARTURO ========= ==== ACCO DIS- CLUB/ MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES 18-34 35-54 55+ SHOP OUTLET COUNT EVENT Base: Total Respondents 408 101 121 105 50 60 80 16 28 144 264 174 195 233 6 52 100.0 24.8 45.6 29.7 25.7 12.3 14.7 19.6 3.9 6.9 35.3 64.7 42.6 47.8 9.1 57.1 14.7 6.6 1.5 12.7 0 points 3 2 1.0 1.0 0.5 1.7 1.7 1.3 0.7 1.1 0.6 0.5 5.4 3.3 0.4 1.9 100.0 25.0 25.0 50.0 25.0 25.0 25.0 25.0 75.0 25.0 25.0 50.0 25.0 50.0 25.0 1-5 points 5 2 1.2 1.0 1.1 1.7 1.9 2.0 6.3 1.4 1.1 2.6 2.1 100.0 20.0 40.0 40.0 40.0 20.0 20.0 - 40.0 60.0 - 100.0 - 100.0 6-10 points 2 2 0.5 0.8 0.5 2.0 1.7 0.8 0.6 0.5 0.4 3.7 100.0 50.0 50.0 50.0 50.0 50.0 - 100.0 50.0 50.0 50.0 11-20 points 26 12 8 18 12 9 9 4 7 5 6.9 6.5 5.8 6.7 6.0 6.7 6.3 7.1 5.6 6.8 6.9 3.9 4.6 10.8 11.7 16.7 9.6 100.0 26.9 46.2 26.9 26.9 11.5 15.4 19.2 7.7 30.8 69.2 46.2 34.6 15.4 34.6 26.9 3.8 19.2 21-30 points 47 15 19 13 13 12 3 1 14 33 18 22 24 12 11.5 14.9 10.7 10.2 12.4 8.0 15.0 15.0 6.3 10.7 9.7 12.5 10.3 11.3 18.9 10.3 20.0 14.8 3.8 27.7 27.7 8.5 19.1 25.5 2.1 6.4 29.8 70.2 38.3 46.8 14.9 51.1 25.5 4.3 31-40 points 22 28 11 16 2 29 6 54 33 45 11 17 20.3 21.8 17.7 23.1 19.0 22.0 15.0 20.0 12.5 21.4 20.1 20.5 23.1 19.0 13.5 19.3 18.3 25.9 32.7 33.7 24.1 13.3 10.8 19.3 2.4 7.2 34.9 65.1 39.8 54.2 6.0 54.2 13.3 20.5 CONFIDENTIAL UnderProtective Order INPD 011411 41-50 points 28 22 23 17 15 5 9 37 43 61 49 6 56 11 3 13 25.8 18.2 21.9 28.3 18.8 31.3 32.1 25.7 23.1 24.7 16.2 24.0 18.3 25.1 29.6 50.0 25.0 49.0 23.5 14.3 17.3 15.3 5.1 9.2 37.8 62.2 43.9 50.0 6.1 57.1 11.2



																	A I A	1051 01		
			KING T	ENURE	(NOI	NG FREG	ONAL)	c:	IGAR BF	PAND	US	SE TIONAL				TRADI		DRUG/ GRO- CERY/		
	PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK	D MOST	OFTEN ARTURO	TOB# PROD	CCO OUCTS		OF SMC		-AL TOB-	TOB- ACCO	VENI- ENCE/ DIS-	BAR/	MAIL
	MIUM =====	LESS	YEARS							FUENTE		NO		35-54 =====			OUTLET		EVENT	ORDER
Base: Total Respondents	408 100.0 100.0	100.0		121 100.0	105 100.0	50	60	80 100.0	16	28 100.0 6.9	144 100.0	264 100.0	174 100.0	195	37	233	60 100.0 14.7	27	6	52 100.0 12.7
51-60 points	57 14.0 100.0	10.9					6 10.0 10.5	10 12.5 17.5	2 12.5 3.5	4 14.3 7.0	21 14.6 36.8	36 13.6 63.2	28 16.1 49.1	25 12.8 43.9	4 10.8 7.0	39 16.7 68.4	8 13.3 14.0	3 11.1 5.3	 -	5 9.6 8.8
61-70 points	30 7.4 100.0	3.0			9 8.6 3 0.0	4 8.0 13.3	5 8.3 16.7	6 7.5 20.0	3 18.8 10.0	1 3.6 3.3	11 7.6 36.7	19 7.2 63.3	12 6.9 40.0	13 6.7 43.3	4 10.8 13.3	21 9.0 70.0	3 5.0 10.0	3 11.1 10.0	-	2 3.8 6.7
71-80 points	31 7.6 100.0		13 7.0 41.9	10 8.3 3 2.3	7 6.7 22.6	2 4.0 6.5	3 5.0 9.7	10 12.5 32.3	-	7.1 6.5	13 9.0 41.9	18 6.8 58.1	15 8.6 48.4	13 6.7 41.9	3 8.1 9.7	19 8.2 61.3	3 5.0 9.7	1 3.7 3.2	1 16.7 3.2	3 5.8 9.7
81-90 points	14 3.4 100.0	3.0	7 3.8 50.0	4 3.3 28.6	5 4.8 35.7	2 4.0 14.3	2 3.3 14.3	4 5.0 28.6	1 6.3 7.1	- -	3 2.1 21.4	11 4.2 78.6	6 3.4 42.9	7 3.6 50.0	1 2.7 7.1	8 3.4 57.1	2 3.3 14.3	-	1 16.7 7.1	1 1.9 7.1
91-100 points	9 2.2 100.0	2.0		5 4.1 55.6	2 1.9 22.2	1 2.0 11.1	3.3 22.2	1 1.3 11.1	6.3 11.1	- - -	4 2.8 44.4	5 1.9 55.6	4 2.3 44.4	4 2.1 44.4	1 2.7 11.1	4 1.7 44.4	1 1.7 11.1	-	-	2 3.8 22.2
Don't know	2 0.5 100.0	-	1 0.5 50.0	1 0.8 50.0	- - -	1 2.0 50.0	1 1.7 50.0	- - -	- -	1 3.6 50.0	1 0.7 50.0	1 0.4 50.0	1 0.6 50.0	1 0.5 50.0	- -	0.4 50.0	- - -	- - -	- -	1 1.9 50.0
Sigma	100.0	100.0		100.0			60 100.0 14.7	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9		264 100.0 64.7		195 100.0 47.8	37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	
Mean Base NPD Custom Research	CONFIDENTIAL UnderProtective Order	101	185	120	105	49	59	80	16	27	143	263	173	194	37	232	60	27	6	51
NPD Custom Research 4	NTIAL ive Order				Proj	ect Y4	vx007-	1 - 1	GENERAL	_ CIGAR	ATTITI	JDE ANI) USAGI	Ē						

Table 94 Q.4a SEC.C Out Of 100 Points, How Many Points Would You Give Quality?

	SMOKING FREQUENCY SMOKING TENURE (NON-SEASONAL) USE	DRUG/ GRO- REST- Tradi Cery/ Aurant
	======================================	-TION CON- /CIGAR
	2 1 OR SMOKED MOST OFTEN TOBACCO	-AL VENI- BAR/
	TOTAL YEARS 11 OR LESS 2-3 4+ ========== PRODUCTS AGE OF SMOKE	
	PRE- OR 3-10 MORE PER PER MACA- PART- ARTURO ====================================	
	******	TOCO ACCO DIS CEODY PIATE
	THE STATE OF THE S	55+ SHOP OUTLET COUNT EVENT ORDER
		,
Base: Total Respondents	408 101 186 121 105 50 60 80 16 28 144 264 174 195	37 233 60 27 6 52
	100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0	0.0 100.0 100.0 100.0 100.0 100.0
	100.0 24.8 45.6 29.7 25.7 12.3 14.7 19.6 3.9 6.9 35.3 64.7 42.6 47.8	9.1 57.1 14.7 6.6 1.5 12.7
Mean	49.28 47.04 50.21 49.74 49.59 48.27 48.53 50.46 55.06 46.96 50.52 48.61 50.85 48.58 45	i.89 50.84 44.08 46.33 55.00 48.02
Standard Deviation	20.06 19.71 19.07 21.80 20.38 20.19 21.41 20.57 23.22 15.46 19.73 20.25 19.22 19.88 24	.12 19.49 20.87 15.68 25.30 19.89
Standard Error	1.00 1.96 1.40 1.99 1.99 2.88 2.79 2.30 5.81 2.98 1.65 1.25 1.46 1.43 3	3.96 1.28 2.69 3.02 10.33 2.79

Table 95
Q.4b SEC.C Out Of 100 Points, How Many Points Would You Give Price?

			CING TE	NURE	(NON)	IG FREG	NAL)	CI	GAR BR	AND	US ADDIT					TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR		
	TOTAL PRE- MIUM	2 YEARS OR	3-10 VEADS	11 OR MORE	1 OR LESS PER WEEK	2-3 PER UFFK	4+ PER WFFK	SMOKE ====== MACA- NUDO	D MOST ===== PART- AGAS	OFTEN ====== ARTURO FUENTE	YES	UCTS ===== NO	===== 18-34	35-54	KER ===== 55+	ACCO SHOP	TOB- ACCO OUTLET	COUNT	SPORT CLUB/ EVENT	MAI ORD	ER
Base: Total Respondents	408	101 100.0	186 100.0 45.6	121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16 100.0	28 100.0	144 100.0 35.3	264 100.0	174 100.0	195	37	233	60	27 100.0 6.6	6 100.0 1.5	100	52 0.0
0 points	19 4.7 100.0			9 7.4 47.4	4 3.8 21.1			6 7.5 31.6		1 3.6 5.3	7 4.9 36.8	12 4.5 63.2	8 4.6 42.1	8 4.1 42.1	3 8.1 15.8	10 4.3 52.6	2 3.3 10.5				
1-5 points	14 3.4 100.0	2.0	5.4	2 1.7 14.3		4.0 14.3	1.7			-	5 3.5 35.7	9 3.4 64.3	2.3 28.6	10 5.1 71.4	-	10 4.3 71.4	1.7	- -	- - -		- -
6-10 points	52 12.7 100.0	10.9		16 13.2 30.8	16.2		10.0		18.8	10.7	11.8	35 13.3 67.3	10.9	27 13.8 51.9	5 13.5 9.6		11.7	7.4	16.7		1 1.9 1.9
11-20 points	84 20.6 100.0	17.8	21.0	22.3	21.0	24.0	20.0	26.3	12.5	25.0			20.7	38 19.5 45.2	10 27.0 11.9		11.7		16.7		10 9.2 11.9
21-30 points	122 29.9 100.0	36.6	31.2	22.3	31.4	20.0	31.7	23.8	31.3	28.6	54 37.5 44.3		37.4	25.6		27.0	38.3	22.2	33.3	3	18 34.6 14.8
31-40 points	53 13.0 100.0	13.9	10.2	16.5	11.4	16.0	11.7	7 11.3 2 17.0	12.5	10.7	11.1		9.2	17.9	5.4		2 8.3	3 29.6	5		12 23.1 22.6
41-50 points	36 8.8 100.0	9.9	8.1	9.1	8.6			10.0	6.3				8.0	7.2	21.6		4 13.3	3 11.	1	- 1	6 11.5 16.7

Table 95 Q.4b SEC.C Out Of 100 Points, How Many Points Would You Give Price?

																	=====	======	=====	======	======
				KING T		(NO	N-SEAS						SE				TRADI			REST -	
		TOTAL PRE-	2 YEARS OR	3-10	11 OR	1 OR	2-3 PER	4+ PER	SMOK	=====	T OFTEN	TOB. PRO	TIONAL ACCO DUCTS	AGE	OF SM	OKER	-TION -AL TOB-	тов-	CON- VENI-	/CIGAR	
		MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NΩ	18-3/	35-5/	554	CHOD	ACCO OUTLET	DIS- COUNT	CLUB/ EVENT	
Base: Total Respondent		408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121	105 100.0	50 100.0	60 100.0	80 100.0	16	28 100.0	144	264 100.0	174 100.0	195 100.0 47.8	37	233	60	27 100.0 6.6	6	52 100.0
51-60 points		11 2.7 100.0	3 3.0 27.3	2.2 36.4	3.3 36.4	2 1.9 18.2	3 6.0 27.3	1 1.7 9.1	2.5 18.2	-	7.1 18.2	3 2.1 27.3	8 3.0 72.7	6 3.4 54.5	2.1 36.4	1 2.7 9.1	6 2.6 54.5	4 6.7 36.4	-	-	-
61-70 points		3 0.7 100.0	-	3 1.6 100.0	- - -	1 1.0 33.3	1 2.0 33.3	- - -	1 1.3 33.3		- - -	0.7 33.3	2 0.8 66.7	2 1.1 66.7	1 0.5 33.3	. -	2 0.9 66.7	1 1.7 33.3		- -	-
71-80 points		10 2.5 100.0	2 2.0 20.0	6 3.2 60.0	2 1.7 20.0	-	8.0 40.0	3 5.0 30.0	2 2.5 20.0	- - -	-	1 0.7 10.0	9 3.4 90.0	2 1.1 20.0	6 3.1 60.0	2 5.4 20.0	5 2.1 50.0	2 3.3 20.0	2 7.4 20.0	1 16.7 10.0	-
81-90 points	1	0.2 100.0	- -	- -	0.8 100.0	- - -	• - -	-	-	-	-	- - -	0.4 100.0	- - -	0.5 100.0	-	1 0.4 100.0	-	- - -	•	-
91-100 points	1	1 0.2 100.0	-	- -	1 0.8 100.0	-	-	-	- - -	-	-	1 0.7 100.0	- -	0.6 100.0	- -	-	1 0.4 100.0	- - -	-	-	
Don't know	1	0.5 100.0	-	0.5 50.0	0.8 50.0	•	1 2.0 50.0	1 1.7 50.0	<u>.</u> -	• •	1 3.6 50.0	1 0.7 50.0	0.4 50.0	0.6 50.0	0.5 50.0	•	1 0.4 50.0	- - -	- -	-	1 1.9 50.0
Sigma Z	COL	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3			195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Mean Base	CONFIDENTIAL UnderProtective Order	406	101	185	120	105	49	59	80	16	27	143	263	173	194	37	232	60	27	6	51
NPD Custom Research	IAL Order					Proje	ct Y4V	X007-1	- G	ENERAL	CIGAR /	ATTITU	DE AND	USAGE							

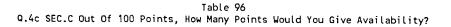
Table 95 Q.4b SEC.C Out Of 100 Points, How Many Points Would You Give Price?

STORE PURCHASE CIGARS
AT MOST OFTEN

				=======================================
	SMOKING TENURE	SMOKING FREQUENCY (NON-SEASONAL) = ===================================	USE BRAND ADDITIONAL	DRUG/ GRO- REST- TRADI CERY/ AURANT -TION CON- /CIGAR
	2	1 OR SMOKED MO	ST OFTEN TOBACCO	-AL VENI- BAR/
	TOTAL YEARS 11 OF	R LESS 2-3 4+ ========	====== PRODUCTS AGE OF SMOKER	TOB- TOB- ENCE/ SPORT
	PRE- OR 3-10 MORE		- ARTURO ====================================	ACCO ACCO DIS- CLUB/ MAIL
	7.1.2	S WEEK WEEK NUDO AGAS		SHOP OUTLET COUNT EVENT ORDER
			= ===== ===== ===== ===== ==== ====	
Base: Total Respondents	408 101 186 12 100.0 100.0 100.0 100. 100.0 24.8 45.6 29.	0 100.0 100.0 100.0 100.0 100. 7 25.7 12.3 14.7 19.6 3.	9 6.9 35.3 64.7 42.6 47.8 9.	0 100.0 100.0 100.0 100.0 100.0 1 57.1 14.7 6.6 1.5 12.7
Mean	27.61 28.29 27.19 27.6	8 25.29 30.76 28.34 26.49 21.9	4 28.30 26.43 28.25 27.57 27.32 29.7	3 25.91 31.83 33.67 26.67 28.78
Standard Deviation	17.12 15.45 17.06 18.6	1 14.59 20.45 17.63 17.55 14.7	2 15.55 15.63 17.88 16.18 17.36 20.4	4 17.31 18.24 17.24 27.87 12.89
Standard Error	0.85 1.54 1.25 1.7	0 1.42 2.92 2.29 1.96 3.6	8 2.99 1.31 1.10 1.23 1.25 3.3	6 1.14 2.35 3.32 11.38 1.81

Table 96 Q.4c SEC.C Out Of 100 Points, How Many Points Would You Give Availability?

																=====	======	=====	======	=====
			KING T		===== CIGAR BRAND ADDITIONAL										TRADI			REST - AURANT		
	TOTAL PRE- MIUM	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK ===== MACA-	ED MOS ===== PART-	T OFTEN ====== ARTURO	TOB. PRO	ACCO DUCTS	=====	OF SM	=====	-TION -AL TOB- ACCO	TOB- ACCO	VENI- ENCE/	/CIGAR BAR/ SPORT CLUB/	MAIL
			=====	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES =====	NO =====	18-34 =====	35-54 =====	55+ =====	SHOP	OUTLET			
Base: Total Respondents	408 100.0 100.0	101 100.0	186 100.0	121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16 100 0	28 100.0	144 100.0	264 100.0 64.7	174 100.0	195 100.0	37	233 100.0	60	27 100.0	6	52 100.0
0 points	24 5.9 100.0	4 4.0 16.7	12 6.5 50.0	6.6 33.3	5 4.8 20.8			1 1.3 4.2	1 6.3 4.2	7.1 8.3	10 6.9 41.7	14 5.3 58.3	5 2.9 20.8	16 8.2 66.7	3 8.1 12.5	3.9	4 6.7 16.7		- - -	4 7.7 16.7
1-5 points	28 6.9 100.0	6 5.9 21.4	14 7.5 50.0	8 6.6 28.6	6 5.7 21.4	8.0 14.3		9 11.3 32.1	1 6.3 3.6	-	8 5.6 28.6	20 7.6 71.4	14 8.0 50.0	12 6.2 42.9	2 5.4 7.1	16 6.9 57.1	5 8.3 17.9	1 3.7 3.6	2 33.3 7.1	
6-10 points	58 14.2 100.0	17 16.8 29.3	23 12.4 39.7		12 11.4 20.7	7 14.0 12.1	18.3	14 17.5 24.1	3 18.8 5.2	7 25.0 12.1	17 11.8 29.3		23 13.2 39.7	28 14.4 48.3	7 18.9 12.1		11 18.3 19.0	3 11.1 5.2		6 11.5 10.3
11-20 points	108 26.5 100.0	24 23.8 22.2	53 28.5 49.1	31 25.6 28.7	28 26.7 25.9	13 26.0 12.0	13 21.7 12.0	16 20.0 14.8	8 50.0 7.4		40 27.8 37.0	68 25.8 63.0	54 31.0 50.0	45 23.1 41.7	8 21.6 7.4	63 27.0 58.3	11 18.3 10.2	9 33.3 8.3	1 16.7 0.9	
21-30 points	108 26.5 100.0	26 25.7 24.1	51 27.4 47.2	31 25.6 28.7	30 28.6 27.8	9 18.0 8.3	17 28.3 15.7	26 32.5 24.1	-	3 10.7 2.8	38 26.4 35.2		47 27.0 43.5	50 25.6 46.3	11 29.7 10.2	63 27.0 58.3	16 26.7 14.8	4 14.8 3.7	3 50.0 2.8	13 25.0 12.0
31-40 points	33 8.1 100.0	5 5.0 15.2	16 8.6 48.5	12 9.9 36.4	12 11.4 36.4	7 14.0 21.2	3 5.0 9.1	5 6.3 15.2	2 12.5 6.1	3 10.7 9.1	14 9.7 42.4	19 7.2 57.6	12 6.9 36.4	19 9.7 57.6	2 5.4 6.1	20 8.6 60.6	6 10.0 18.2	5 18.5 15.2	-	2 3.8 6.1
CONFIDENT UnderProtectiv INPD 011:	24 5.9 100.0	10 9.9 41.7	9 4.8 37.5	5 4.1 20.8	6 5.7 25.0	1 2.0 4.2	6 10.0 25.0	4 5.0 16.7	- - -	4 14.3 16.7	11 7.6 45.8	13 4.9 54.2	10 5.7 41.7	12 6.2 50.0	1 2.7 4.2	12 5.2 50.0	6.7 16.7	1 3.7 4.2	-	3 5.8 12.5



			KING 78		(NO	NG FREG N-SEASO	ONAL)	c	IGAR BI	RAND	US ADD 11	SE FIONAL				TRADI			AURANT	
	TOTAL PRE- MIUM	2 YEARS OR	3-10 YEARS	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK ===== MACA-	ED MOS ====== PART-	T OFTEN ETTETT ARTURO FUENTE	TOB/ PROD	ACCO DUCTS	=====	OF SMO	=====	-AL TOB-	TOB- ACCO OUTLET	VENI- ENCE/ DIS-	SPORT CLUB/	MAIL ORDER
	×====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====						=====			=====
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7					16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7		195 100.0 47.8	37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
51-60 points	9 2.2 100.0	4.0 44.4	3 1.6 33.3	1.7 22.2	2 1.9 22.2	- - -	2 3.3 22.2	2 2.5 22.2	- - -	1 3.6 11.1	1 0.7 11.1	8 3.0 88.9	2.3 44.4	2.1 44.4	1 2.7 11.1	5 2.1 55.6	- - -	-	- - -	2 3.8 22.2
61-70 points	3 0.7 100.0	- - -	1 0.5 33.3	1.7 66.7	:	1 2.0 33.3	-	1 1.3 33.3	•	1 3.6 33.3	- - -	3 1.1 100.0	0.6 33.3	1 0.5 33.3	1 2.7 33.3	0.4 33.3	1 1.7 33.3	-	- - -	1 1.9 33.3
71-80 points	4 1.0 100.0	3.0 75.0		-	2 1.9 50.0	-	- - -	1 1.3 25.0	-	-	1 0.7 25.0	3 1.1 75.0	2 1.1 50.0	2 1.0 50.0	-	2 0.9 50.0	1 1.7 25.0	-	- - -	-
81-90 points	0.5 100.0	- - -	1 0.5 50.0	0.8 50.0	1 1.0 50.0	1 2.0 50.0	- - -	<u>-</u> -	-	- -	1 0.7 50.0	1 0.4 50.0	- -	1.0 100.0		0.9 100.0	-	-	-	-
91-100 points	5 1.2 100.0	2.0 40.0		1.7 40.0	1 1.0 20.0	-	-	1 1.3 20.0	1 6.3 20.0	- - -	2 1.4 40.0	3 1.1 60.0	0.6 20.0	3 1.5 60.0	1 2.7 20.0	3 1.3 60.0	1 1.7 20.0	-	:	-
Don't know	2 0.5 100.0	-	0.5 50.0	1 0.8 50.0	- - -	1 2.0 50.0	1 1.7 50.0	-	- - -	1 3.6 50.0	1 0.7 50.0	1 0.4 50.0	1 0.6 50.0	1 0.5 50.0		0.4 50.0	:	-	-	1 1.9 50.0
Sigma	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7			60 100.0 14.7	80 100.0 19.6	16 100.0 3.9		144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
CONI Under Pr INP	406	101	185	120	105	49	59	80	16	27	143	263	173	194	37	232	60	27	6	51
CONFIDENTIAL UnderProtective Order INPD 011418 ch Research Custom Research NPD Custom					Proje	ect Y4\	/X007- <i>^</i>	1 - (GENERAI	_ CIGAR	ATTITU	JDE AND	USAGE	:					-	

STORE PURCHASE CIGARS

Table 96
Q.4c SEC.C Out Of 100 Points, How Many Points Would You Give Availability?

																AT N	IOST OF	TEN	
															=====		=====	======	
																	DRUG/		
				SMOKI	NG FRE	QUENCY											GRO-	REST-	
	SMOR	CING T	ENURE	(NO	N-SEASO	ONAL)				US	SE.				TRADI		CERY/	AURANT	
	=====	=====	=====	=====	=====	=====	C	IGAR BI	RAND	ADDII	IONAL				-TION		CON-	/CIGAR	
	2			1 OR			SMOKI	ED MOS	TOFTEN	TOB/	CCO				-AL		VENI-	BAR/	
TOTAL	YEARS		11 OR	LESS	2-3	4+	=====	=====	======	PROD	DUCTS	AGE	OF SMC	KER	TOB-	TOB-	ENCE/	SPORT	
PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====		=====	ACCO	ACCO	DIS-	CLUB/	MAIL
MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
=====	=====	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	=====	=====	====
408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0
100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6		12.7
24.57	26.92	23.36	24.45	26.51	21.18	23.31	24.67	23.00	26.04	24.86	24.41	24.08	24.92	24.41	24.70	24.48	20.96	18.33	23.20
17.84	20.04	16.00	18.52	17.79	17.30	15.33	17.53	22.64	18.59	17.40	18.11	15.83	19.13	20.07	17.71	18.95	13.82	10.80	15.68
0.89	1.99	1.18	1.69	1.74	2.47	2.00	1.96	5.66	3.58	1.46	1.12	1.20	1.37	3.30	1.16	2.45	2.66	4.41	2.20

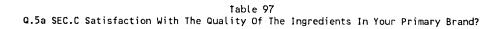
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Base: Total Respondents

Standard Deviation

Standard Error

Mean



	TOTAL '	===== 2	ING TE	NURE	1 OR	I-SEAS(ONAL)	SMOKE		RAND FOFTEN	TOBA	IONAL	AGE	OF SMC		TRADI -TION -AL TOB-	TOB-		AURANT /CIGAR BAR/	
		LESS	YEARS	MORE YEARS	WEEK			NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	3 5-54	55+	SHOP	ACCO OUTLET	COUNT		MAIL ORDER
Base: Total Respondents	408 100.0 100.0		186 100.0 45.6						16 100.0 3.9	28 100.0 6.9		264 100.0 64.7		195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Top 2 Box (Net)	357 87.5 100.0	90 89.1 25.2	158 84.9 44.3	109 90.1 30.5	94 89.5 26.3	43 86.0 12.0			14 87.5 3.9	25 89.3 7.0	124 86.1 34.7	233 88.3 65.3	149 85.6 41.7	173 88.7 48.5		204 87.6 57.1	53 88.3 14.8	22 81.5 6.2	6 100.0 1.7	45 86.5 12.6
5 - Very Satisfied	231 56.6 100.0	53 52.5 22.9	110 59.1 47.6		65 61.9 28.1	27 54.0 11.7			6 37.5 2.6	17 60.7 7.4		146 55.3 63.2		112 57.4 48.5	23 62.2 10.0		34 56.7 14.7	14 51.9 6.1	5 83.3 2.2	
4	126 30.9 100.0	37 36.6 29.4	48 25.8 38.1	41 33.9 32.5	29 27.6 23.0				8 50.0 6.3	8 28.6 6.3		87 33.0 69.0	53 30.5 42.1	61 31.3 48.4	10 27.0 7.9	76 32.6 60.3	19 31.7 15.1	8 29.6 6.3	1 16.7 0.8	
3	24 5.9 100.0	5 5.0 20.8	13 7.0 54.2		4 3.8 16.7	5 10.0 20.8		2 2.5 8.3	2 12.5 8.3	1 3.6 4.2	11 7.6 45.8	13 4.9 54.2	11 6.3 45.8	11 5.6 45.8	2 5.4 8.3	12 5.2 50.0	3 5.0 12.5	3 11.1 12.5	- - -	7.7 16.7
Bottom 2 Box (Net)	27 6.6 100.0	5.9 22.2	15 8.1 55.6	5.0 22.2		2 4.0 7.4		2 2.5 7.4	- -	7.1 7.4	6.3 33.3	18 6.8 66.7	14 8.0 51.9	11 5.6 40.7	2 5.4 7.4	17 7.3 63.0	4 6.7 14.8	7.4 7.4	-	3 5.8 11.1
2	11 2.7 100.0	3 3.0 27.3	6 3.2 54.5		3 2.9 27.3	-		1 1.3 9.1	- - -	- -	1.4 18.2	9 3.4 81.8	5 2.9 45.5	5 2.6 45.5	1 2.7 9.1			2 7.4 18.2	:	2 3.8 18.2
1 - Very Dissatisfied	16 3.9 100.0	3.0 18.8	9 4.8 56.3	4 3.3 25.0	4 3.8 25.0	2 4.0 12.5	5 8.3 31.3	1 1.3 6.3	- -	2 7.1 12.5	7 4.9 43.8	9 3.4 56.3	9 5.2 56.3	6 3.1 37.5	1 2.7 6.3	11 4.7 68.8	4 6.7 25.0	-	-	1 1.9 6.3

STORE PURCHASE CIGARS

Table 97 Q.5a SEC.C Satisfaction With The Quality Of The Ingredients In Your Primary Brand?

																		MOST O	FTEN	
		SMO	KING T	ENURE	(NO	NG FRE	ONAL)					SE				TRADI			REST-	
	TOTAL	2 YEARS		11 OR	1 OR	2-3	== ====	SMOK		RAND T OFTEN	TOB	TIONAL ACCO DUCTS	AGE	OF SM	JKEB	-TION -AL TOB-	TOB-	VENI-	/CIGAR BAR/ SPORT	
	PRE- MIUM	OR LESS	3-10 YEARS	MORE YEARS	PER WEEK	PER WEEK	PER WEEK			ARTURO FUENTE	=====	=====		=====	=====	ACCO	ACCO OUTLET	DIS-	CLUB/	MAIL ORDER
Base: Total Respondents	408		186	121					16				174	195			60	27		52
	100.0	100.0 24.8	100.0 45.6	100.0 29.7	100.0 25.7	100.0 12.3	100.0 14.7	100.0 19.6	100.0 3.9		100.0 35.3					100.0 57.1		100.0 6.6		100.0 12.7
Sigma		100.0				100.0	100.0	80 100.0 19.6		100.0	144 100.0 35.3	100.0	100.0			100.0	100.0	100.0	100.0	100.0
Mean Base	408	101	186	121	105	50	60	80	16					195						
Mean	4.34	4.33	4.31	4.38	4.41	4.32	4.18	4.54	4.25	4.36	4.34	4.33	4.28	4.37	4.43	4.30	4.32	4.26	4.83	4.38
Standard Deviation	0.99	0.93	1.07	0.92	0.98	0.96	1.20	0.73	0.68	1.10	1.03	0.97	1.06	0.94	0.93	1.02	1.07	0.94	0.41	0.93
Standard Error	0.05	0.09	0.08	0.08	0.10	0.14	0.15	0.08	0.17	0.21	0.09	0.06	0.08	0.07	0.15	0.07	0.14	0.18	0.17	0.13



Table 98 Q.5b SEC.C Satisfaction With The Quality Of Construction For Your Primary Brand?

STORE PURCHASE CIGARS
AT MOST OFTEN

			KING T	ENURE	(NO	NG FREG	ONAL)		GAR BI	RAND I OFTEN	US ADD I I TOBA	IONAL				TRADI -TION -AL		CERY/	REST- AURANT /CIGAR BAR/	
	PRE- MIUM			MORE YEARS		PER WEEK		MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	ACCO SHOP	TOB- ACCO OUTLET	ENCE/ DIS-	SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408	101 100.0	186 100.0	121 100.0	105 100.0	50 100.0	60 100.0	80 100.0 19. 6	16 100.0	28 100.0	144 100.0	264 100.0	174	195	37	233 100.0	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Top 2 Box (Net)	355 87.0 100.0		84.9		85.7	46 92.0 13.0	85.0		15 93.8 4.2	24 85.7 6.8	124 86.1 34.9	231 87.5 65.1	144 82.8 40.6	176 90.3 49.6	34 91.9 9.6	86.3	53 88.3 14.9	22 81.5 6.2		84.6
5 - Very Satisfied	217 53.2 100.0	49.5	53.8	67 55.4 30.9		34 68.0 15.7			9 56.3 4.1	16 57.1 7.4	82 56.9 37.8	135 51.1 62.2	87 50.0 40.1	107 54.9 49.3	23 62.2 10.6	53.6	28 46.7 12.9			
4	138 33.8 100.0	38.6	31.2	33.9			31.7	25 31.3 18.1	6 37.5 4.3	8 28.6 5.8		96 36.4 69.6	57 32.8 41.3	69 35.4 50.0		76 32.6 55.1	25 41.7 18.1	8 29.6 5.8		26.9
3	25 6.1 100.0		5.9		5.7			2.5 8.0	-	2 7.1 8.0	10 6.9 40.0	15 5.7 60.0	14 8.0 56.0	8 4.1 32.0	2 5.4 8.0	5.2	4 6.7 16.0		-	7.7 16.0
Bottom 2 Box (Net)	28 6.9 100.0	5.9	9.1	4.1	9 8.6 32.1	3 6.0 10.7	10.0	4 5.0 14.3	6.3 3.6	2 7.1 7.1	10 6.9 35.7	18 6.8 64.3	16 9.2 57.1	11 5.6 39.3	1 2.7 3.6		3 5.0 10.7	-	-	7.7 14.3
2	13 3.2 100.0	4.0	4.8	-	5 4.8 38.5	1 2.0 7.7			1 6.3 7.7	-			9 5.2 69.2		- -	11 4.7 84.6	- - -	- - -	-	2 3.8 15.4
1 - Very Dissatisfied	15 3.7 100.0	2.0		4.1	4 3.8 26.7				-		6 4.2 40.0	9 3.4 60.0	7 4.0 46.7	7 3.6 46.7	1 2.7 6.7	9 3.9 60.0	3 5.0 20.0	-	-	2 3.8 13.3

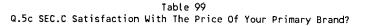
0.22 0.14

Table 98 Q.5b SEC.C Satisfaction With The Quality Of Construction For Your Primary Brand?

STORE PURCHASE CIGARS AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ **PRODUCTS** AGE OF SMOKER TOB-TOB-ENCE/ SPORT 3-10 MORE PER PER PER MACA- PART- ARTURO ======== == ACCO ACCO DIS- CLUB/ MAIL YEARS YEARS WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT ORDER Base: Total Respondents 101 186 121 60 80 16 28 144 264 174 195 37 60 100.0 24.8 45.6 29.7 25.7 12.3 14.7 19.6 6.9 35.3 64.7 42.6 47.8 3.9 9.1 57.1 14.7 1.5 12.7 Şigma 408 101 186 121 105 50 60 144 264 195 37 233 100.0 24.8 45.6 29.7 25.7 12.3 14.7 19.6 6.9 35.3 64.7 42.6 47.8 3.9 9.1 57.1 14.7 6.6 1.5 12.7 Mean Base 101 186 121 50 60 80 16 144 264 174 195 37 233 60 27 52 6 4.30 4.30 4.25 4.36 4.29 4.50 4.22 4.46 4.29 4.32 4.28 4.20 4.36 4.49 4.27 4.44 4.25 4.33 4.50 4.31 Standard Deviation 0.98 0.90 1.06 0.93 1.04 0.95 1.14 0.87 0.81 1.12 1.01 0.97 1.06 0.93 0.84 0.97 0.78 0.55 1.04 Standard Error 0.05 0.09 0.08 0.08 0.10 0.13 0.15 0.10 0.20 0.21 0.08 0.06 0.08 0.07 0.14 0.07

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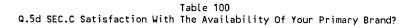
Mean



	TOTAL	2 YEARS		===== 11 OR	1 OR LESS	N-SEAS(======: 2-3	ONAL) ====== 4+	SMOKE	=====	OFTEN	TOBA PROD	TONAL CCO OUCTS		OF SMC		TRADI -TION -AL TOB-	тов-	CERY/ CON- VENI- ENCE/	REST- AURANT /CIGAR BAR/ SPORT	
		LESS	YEARS	MORE YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET	COUNT		MAIL ORDER =====
Base: Total Respondents				121 100.0 29.7					16 100.0 3.9		144 100.0 35.3				37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Top 2 Box (Net)	226 55.4 100.0	57 56.4 25.2						37 46.3 16.4	10 62.5 4.4	17 60.7 7.5		147 55.7 65.0		98 50.3 43.4	24 64.9 10.6	126 54.1 55.8	33 55.0 14.6	15 55.6 6.6		
5 - Very Satisfied	94 23.0 100.0	26 25.7 27.7		26.4	27 25.7 28.7				2 12.5 2.1	6 21.4 6.4		67 25.4 71.3	40 23.0 42.6		14 37.8 14.9		16 26.7 17.0	5 18.5 5.3	1 16.7 1.1	
4	132 32.4 100.0				28 26.7 21.2		23.3	24 30.0 18.2	8 50.0 6.1	11 39.3 8.3	52 36.1 39.4	80 30.3 60.6		58 29.7 43.9	10 27.0 7.6	79 33.9 59.8		10 37.0 7.6		21.2
3	115 28.2 100.0			36 29.8 31.3				29 36.3 25.2	4 25.0 3.5	8 28.6 7.0		77 29.2 67.0			8 21.6 7.0	70 30.0 60.9		5 18.5 4.3	1 16.7 0.9	
Bottom 2 Box (Net)	67 16.4 100.0	9 8.9 13.4		21 17.4 31.3		8 16.0 11.9			2 12.5 3.0	3 10.7 4.5	27 18.8 40.3	40 15.2 59.7		37 19.0 55.2	5 13.5 7.5	37 15.9 55.2		7 25.9 10.4		7 13.5 10.4
2	49 12.0 100.0	7 6.9 14.3	27 14.5 55.1		19 18.1 38.8				2 12.5 4.1	3 10.7 6.1		29 11.0 59.2		22 11.3 44.9		29 12.4 59.2		6 22.2 12.2	-	4 7.7 8.2
1 - Very Dissatisfied	18 4.4 100.0	2 2.0 11.1	5.4	5.0 33.3	3 2.9 16.7	2 4.0 11.1	10.0	4 5.0 22.2	-		7 4.9 38.9	11 4.2 61.1	2 1.1 11.1	15 7.7 83.3	1 2.7 5.6	8 3.4 44.4	4 6.7 22.2	1 3.7 5.6		3 5.8 16.7

Table 99 Q.5c SEC.C Satisfaction With The Price Of Your Primary Brand?

																	STORE PI	MOST O		
			(ING T	ENURE	(NOI	NG FRE	ONAL)		1CAD D	DAND		SE			•	TRADI		DRUG/ GRO- CERY/	REST- AURANT	
	TOTAL PRE-	2 YEARS		11 OR	1 OR	2-3 PER	4+ PER	SMOK	=====	T OFTEN	TOB/ PROI	TIONAL ACCO DUCTS		OF SMO		-TION -AL TOB-	TOB-	VENI- ENCE/	SPORT	
				YEARS			WEEK	NUDO		FUENTE		NO =====		35-54 =====			ACCO OUTLET		CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	100.0	105 100.0 25.7	50 100.0 12.3	100.0	100.0	100.0	100.0	100.0		100.0	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	100.0		52 100.0 12.7
Sigma	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6		105 100.0 25.7		100.0	100.0	100.0	100.0	144 100.0	264	174 100.0	195 100.0	37 100.0		60 100.0 14.7	100.0	6 100.0	
Mean Base	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
Mean	3.58	3.71	3.51	3.57	3.54	3.64	3.53	3.40	3.63	3.71	3.50	3.62	3.67	3.44	3.86	3.55	3.60	3.44	4.00	3.75
Standard Deviation	1.10	0.99	1.12	1.15	1.14	1.08	1.29	1.06	0.89	0.94	1.10	1.10	1.01	1.16	1.13	1.05	1.17	1.15	0.63	1.20
Standard Error	0.05	0.10	0.08	0.10	0.11	0.15	0.17	0.12	0.22	0.18	0.09	0.07	0.08	0.08	0.19	0.07	0.15	0.22	0.26	0.17



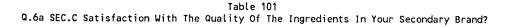
	PRE-	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	(NOI ===== 1 OR LESS PER WEEK	2-3 PER WEEK	ONAL) 4+ PER WEEK	SMOKI =====: MACA- NUDO	PART- AGAS	OFTEN ARTURO FUENTE	TOBA PROD =====: YES	IONAL ACCO DUCTS NO	18-34	35-54	55+	ACCO SHOP	TOB- ACCO OUTLET	CERY/ CON- VENI- ENCE/ DIS- COUNT	SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0	186	121 100.0	105 100.0	50	60 100.0	80 100.0	16 100.0	28 100.0 6.9	144 100.0	264	174 100.0	195 100.0	37 100.0	233 100.0	60	27 100.0		52 100.0 12.7
Top 2 Box (Net)	237 58.1 100.0	64.4		55.4	53.3	62.0	26 43.3 11.0	68.8		10 35.7 4.2		150 56.8 63.3		111 56.9 46.8			30 50.0 12.7	48.1		32 61.5 13.5
5 - Very Satisfied	137 33.6 100.0	36.6	33.3	31.4		32.0		36.3			52 36.1 38.0		60 34.5 43.8			75 32.2 54.7		14.8		21 40.4 15.3
4	100 24.5 100.0	27.7	23.1	24.0		30.0		26 32.5 26.0		4 14.3 4.0	35 24.3 35.0	65 24.6 65.0		48 24.6 48.0		65 27.9 65.0	7 11.7 7.0			11 21.2 11.0
3	79 19.4 100.0	21.8	17.7	19.8		20.0		14 17.5 17.7	18.8			53 20.1 67.1				16.7	16 26.7 20.3	33.3		
Bottom 2 Box (Net)	91 22.3 100.0	13.9		24.8		-			1 6.3 1.1	9 32.1 9.9		60 22.7 65.9					14 23.3 15.4	14.8	-	12 23.1 13.2
2	51 12.5 100.0	8.9	26 14.0 51.0	13.2	15.2	6.0	13.3	7 8.8 13.7			17 11.8 33.3					31 13.3 60.8	8 13.3 15.7	7.4	-	6 11.5 11.8
1 - Very Dissatisfied	40 9.8 100.0	5.0	21 11.3 52.5			12.0				4 14.3 10.0	14 9.7 35.0	26 9.8 65.0	13 7.5 32.5	25 12.8 62.5	2 5.4 5.0	23 9.9 57.5	6 10.0 15.0	7.4		6 11.5 15.0

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STORE PURCHASE CIGARS

Table 100
Q.5d SEC.C Satisfaction With The Availability Of Your Primary Brand?

																	AT !	O TZON	FTEN	
	TOTAL PRE- MIUM =====	SMO ===== 2 YEARS OR LESS =====	3-10	11 OR	(NOI ===== 1 OR LESS PER	-SEAS	•	C SMOKI	PART-	RAND T OFTEN ====== ARTURO FUENTE ======	PROD	TIONAL ACCO DUCTS ====== NO	=====	OF SMC ====== 35-54 =====	=====	TRADI -TION -AL TOB- ACCO SHOP	TOB- ACCO	CERY/ CON- VENI- ENCE/ DIS-	SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6		105 100.0 25.7		100.0	100.0	100.0	100.0	100.0	100.0		195 100.0 47.8		233 100.0 57.1		27 100.0 6.6		52 100.0 12.7
Don't know	1 0.2 100.0		0.5 100.0	- - -	-	- - -	- -	- - -	- - -	- - -	-	0.4 100.0	0.6 100.0	- - -	- - -	-	- - -	3.7 100.0	-	-
Sigma		100.0			105 100.0 25.7		100.0	100.0		100.0	100.0	100.0		195 100.0 47.8		100.0	60 100.0 14.7	100.0	6 100.0 1.5	100.0
Mean Base	407	101	185	121	105	50	60	80	16	28	144	263	173	195	37	233	60	26	6	52
Mean	3.60	3.82	3.54	3.50	3.50	3.64	3.25	3.86	4.06	3.11	3.65	3.57	3.67	3.52	3.68	3.59	3.55	3.42	4.17	3.67
Standard Deviation	1.33	1.17	1.38	1.36	1.29	1.32	1.43	1.16	0.93	1.34	1.33	1.32	1.28	1.38	1.29	1.32	1.38	1.10	0.98	1.41
Standard Error	0.07	0.12	0.10	0.12	0.13	0.19	0.19	0.13	0.23	0.25	0.11	0.08	0.10	0.10	0.21	0.09	0.18	0.22	0.40	0.20



																	۱ ۱۸ :======	1031 01		
			KING T	ENURE	(NO	NG FRE	ONAL)	c	IGAR BI	DAND	US	SE TIONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT	
	TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOKI	ED MOST	OFTEN ARTURO	TOB/ PROD	ACCO DUCTS		OF SMO			TOB- ACCO	VENI- ENCE/	/CIGAR BAR/ SPORT CLUB/	MAIL
				YEARS						FUENTE				35-54 ====			OUTLET		EVENT	
Base: Of The Last 10 Times Bought Secondary Brand 3 Or More Times				100.0			100.0		6 100.0 5.1		34 100.0 29.1			48 100.0 41.0	10 100.0 8.5		17 100.0 14.5	3 100.0 2.6		13 100.0 11.1
Top 2 Box (Net)	92 78.6 100.0	31 93.9 33.7						14 73.7 15.2	6 100.0 6.5	10 90.9 10.9	28 82.4 30.4	64 77.1 69.6		39 81.3 42.4	8 80.0 8.7	60 81.1 65.2	14 82.4 15.2	2 66.7 2.2	1 100.0 1.1	
5 - Very Satisfied	59 50.4 100.0	15 45.5 25.4			15 55.6 25.4		55.0	10 52.6 16.9	2 33.3 3.4		19 55.9 32.2			22 45.8 37. 3		37 50.0 62.7	8 47.1 13.6	2 66.7 3.4		9 69.2 15.3
4	33 28.2 100.0	16 48.5 48.5	22.8				6 30.0 18.2	4 21.1 12.1	4 66.7 12.1	4 36.4 12.1	9 26.5 27.3	24 28.9 72.7	16 27.1 48.5		- - -	23 31.1 69.7	6 35.3 18.2	-	1 100.0 3.0	
3	15 12.8 100.0		10 17.5 66.7	18.5	1 3.7 6.7				-	9.1 6.7		12 14.5 80.0		6 12.5 40.0	1 10.0 6.7	7 9.5 46.7	2 11.8 13.3	1 33.3 6.7		2 15.4 13.3
Bottom 2 Box (Net)	7.7 100.0	2 6.1 22.2	10.5		3 11.1 33.3			-	- -	- -	3 8.8 33.3	6 7.2 66.7	6 10.2 66.7	2 4.2 22.2		6 8.1 66.7	1 5.9 11.1	- - -	-	7.7 11.1
2	6 5.1 100.0	1 3.0 16.7						- - -	-		5.9 33.3	4.8 66.7	3 5.1 50.0	4.2 33.3		3 4.1 50.0	1 5.9 16.7		-	1 7.7 16.7
1 - Very Dissatisfied	3 2.6 100.0	1 3.0 33.3	2 3.5 66.7	- - -		- - -	1 5.0 33.3	- - -	- -	- - -	1 2.9 33.3	2.4 66.7	3 5.1 100.0	- - -	-	3 4.1 100.0	- - -	- - -	-	- - -

Table 101 Q.6a SEC.C Satisfaction With The Quality Of The Ingredients In Your Secondary Brand?

STORE PURCHASE CIGARS AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 1 OR SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ PRODUCTS AGE OF SMOKER TOB-TOB-ENCE/ SPORT PRE- OR 3-10 MORE PER MACA- PART- ARTURO ======== acco acco PER PER DIS- CLUB/ MAIL MIUM LESS YEARS YEARS WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT ORDER Base: Of The Last 10 Times 12 20 19 6 11 34 83 59 48 10 74 17 Bought Secondary Brand 3 Or 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 More Times 100.0 28.2 48.7 23.1 23.1 10.3 17.1 16.2 5.1 9.4 29.1 70.9 50.4 41.0 8.5 63.2 14.5 0.9 11.1 Don't know 0.9 3.7 1.2 - 2.1 100.0 - 100.0 - 100.0 - 100.0 - 100.0 Sigma 12 11 34 83 59 10 17 13 100.0 28.2 48.7 23.1 23.1 10.3 17.1 16.2 5.1 9.4 29.1 70.9 50.4 41.0 8.5 63.2 14.5 2.6 0.9 11.1 Mean Base 116 33 57 26 27 12 20 19 11 34 82 59 10 73 17 3 13 4.30 4.07 4.35 4.22 4.25 4.25 4.26 4.33 4.45 4.26 4.17 4.10 4.26 4.50 4.21 4.24 4.33 4.00 4.38 Standard Deviation 0.88 1.13 0.94 1.19 0.97 1.12 0.87 0.52 0.69 1.05 1.02 1.14 0.85 1.08 1.05 0.90 1.15 - 1.04

0.10 0.15 0.15 0.18 0.23 0.28 0.25 0.20 0.21

UnderProtective Order INPD 011429 CONFIDENTIAL

Standard Error

Mean

0.21 0.18 0.11 0.15 0.12 0.34 0.12

0.22 0.67

- 0.29

Table 102 Q.6b SEC.C Satisfaction With The Quality Of Construction For Your Secondary Brand?

																=====	======		======	=====
		=====	KING T	ENURE	(NO)	NG FREG	ONAL)		IGAR BI			TONAL				TRADI		CON-	AURANT /CIGAR	
	TOTAL	2 YEARS		11 OR	1 OR LESS	2-3	4+			TOFTEN	TOB/	NCCO DUCTS	AGE	OF SMO	OKER	-AL TOB-	TOB-	VENI-	BAR/ SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL
				YEARS						FUENTE			18-34				OUTLET			ORDER
Base: Of The Last 10 Times Bought Secondary Brand 3 Or More Times	117 100.0	33 100.0	57 100.0		27 100.0	12	20 100.0	19 100.0	6 100.0	11	34 100.0	83 100.0	59 100.0	48	10	74 100.0	17 100.0		1	13 100.0
Top 2 Box (Net)	85 72.6 100.0		66.7	77.8	20 74.1 23.5	7 58.3 8.2	85.0	78.9	100.0	-		59 71.1 69.4	38 64.4 44.7		9 90.0 10.6		88.2		-	10 76.9 11.8
5 - Very Satisfied	51 43.6 100.0		42.1	51.9	10 37.0 19.6	4 33.3 7.8		47.4	16.7	4 36.4 7.8	15 44.1 29.4			25 52.1 49.0	7 70.0 13.7	37.8	47.1	33.3		9 69.2 17.6
4	34 29.1 100.0		24.6	25.9		3 25.0 8.8		6 31.6 17.6	83.3	27.3		23 27.7 67.6		13 27.1 38.2	2 20.0 5.9	32.4	41.2	33.3		1 7.7 2.9
3	19 16.2 100.0	12.1	19.3	4 14.8 21.1				15.8	-		4 11.8 21.1	15 18.1 78.9	11 18.6 57.9			11 14.9 57.9	11.8	33.3		
Bottom 2 Box (Net)	12 10.3 100.0	9.1	14.0	3.7	3 11.1 25.0		1 5.0 8.3		-		4 11.8 33.3			2 4.2 16.7		10 13.5 83.3		-	- - -	-
2	11 9.4 100.0	9.1	12.3	3.7	3 11.1 27.3	25.0	-	5.3	-		4 11.8 36.4		9 15.3 81.8			9 12.2 81.8	· -	-	-	-
1 - Very Dissatisfied	0.9 100.0		1 1.8 100.0	-	- - -	- -	1 5.0 100.0		- -	- -		1 1.2 100.0			- - -	1 1.4 100.0		- - -	- - -	

0.17 0.58

- 0.24

Table 102 Q.6b SEC.C Satisfaction With The Quality Of Construction For Your Secondary Brand?

STORE PURCHASE CIGARS AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 1 OR SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 PRODUCTS AGE OF SMOKER TOB- TOB-ENCE/ SPORT OR 3-10 MORE PER PER MACA- PART- ARTURO ========= ===== ACCO ACCO PER MIUM LESS YEARS YEARS WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT ORDER Base: Of The Last 10 Times 57 27 27 12 20 19 6 11 34 83 59 48 10 Bought Secondary Brand 3 Or 74 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 28.2 48.7 23.1 23.1 10.3 17.1 16.2 100.0 100.0 5.1 9.4 29.1 70.9 50.4 41.0 8.5 63.2 14.5 0.9 11.1 0.9 3.7 1.2 2.1 1.4 100.0 100.0 - 100.0 - 100.0 - 100.0 117 27 27 12 6 11 34 83 59 10 74 17 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 13 100.0 100.0 100.0 100.0 100.0 28.2 48.7 23.1 23.1 10.3 17.1 16.2 5.1 9.4 29.1 70.9 50.4 41.0 8.5 63.2 14.5 2.6 0.9 11.1 116 33 57 26 27 12 20 19 11 34 82 59 10 73 17 13 4.09 3.93 4.31 4.00 3.67 4.35 4.21 4.17 3.91 4.09 4.05 3.78 4.30 4.60 3.95 4.35 4.00 3.00 4.46 Standard Deviation 0.95 1.13 0.88 1.00 1.23 1.04 0.92 0.41 1.04 1.03 1.04 1.12 0.88 0.70 1.08 0.70 1.00 - 0.88

0.10 0.16 0.15 0.17 0.19 0.36 0.23 0.21 0.17 0.31 0.18 0.11 0.15 0.13 0.22 0.13

CONFIDENTIAL UnderProtective Order INPD 011431

More Times

Don't know

Sigma

Mean

Mean Base

Standard Error



Table 103 Q.6c SEC.C Satisfaction With The Price Of Your Secondary Brand?

STORE PURCHASE CIGARS AT MOST OFTEN

																		1031 01		
			KING TI		(NO	NG FREG	ONAL)	c.	ICAD DI	AND.	US					TRADI		DRUG/ GRO- CERY/	REST - AURANT	
	TOTAL PRE- MIUM	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOKE ====== MACA-	PART-	OFTEN ARTURO FUENTE	TOBA PROD	UCTS	=====		=====	ACCO	TOB- ACCO	VENI- ENCE/ DIS-	SPORT CLUB/	
										=====				35-54 =====			OUTLET		FAFUL	ORDER
Base: Of The Last 10 Times Bought Secondary Brand 3 Or More Times	117 100.0 100.0					12 100.0 10.3					34 100.0 29.1			48 100.0 41.0	10 100.0 8.5		17 100.0 14.5	3 100.0 2.6		13 100.0 11.1
Top 2 Box (Net)	66 56.4 100.0	20 60.6 30.3		13 48.1 19.7			9 45.0 13.6		2 33.3 3.0	7 63.6 10.6	21 61.8 31.8		36 61.0 54.5	25 52.1 37.9	5 50.0 7.6		8 47.1 12.1	2 66.7 3.0		6 46.2 9.1
5 - Very Satisfied	28 23.9 100.0		26.3			33.3 14.3	20.0 14.3	3 15.8 10.7	- - -		8 23.5 28.6		17 28.8 60.7	9 18.8 32.1			3 17.6 10.7			4 30.8 14.3
4	38 32.5 100.0	13 39.4 34.2				1 8.3 2.6	5 25.0 13.2		2 33.3 5.3	5 45.5 13.2		25 30.1 65.8	19 32.2 50.0	16 33.3 42.1	3 30.0 7.9		5 29.4 13.2	1 33.3 2.6		2 15.4 5.3
3	30 25.6 100.0	6 18.2 20.0	26.3		14.8	6 50.0 20.0		7 36.8 23.3		3 27.3 10.0			13 22.0 43.3	14 29.2 46.7			6 35.3 20.0	1 33.3 3.3		5 38.5 16.7
Bottom 2 Box (Net)	20 17.1 100.0		9 15.8 45.0						3 50.0 15.0		4 11.8 20.0	16 19.3 80.0			2 20.0 10.0		3 17.6 15.0	-	-	2 15.4 10.0
2	11 9.4 100.0	4 12.1 36.4	8.8		7.4	8.3				-	3 8.8 27.3	8 9.6 72.7	7 11.9 63.6	3 6.3 27.3	1 10.0 9.1		5.9		-	1 7.7 9.1
1 - Very Dissatisfied	7.7 100.0					-	3 15.0 33.3	1 5.3 11.1			1 2.9 11.1	8 9.6 88.9	3 5.1 33.3	5 10.4 55.6	1 10.0 11.1		11.8	-	-	1 7.7 11.1

Table 103
Q.6c SEC.C Satisfaction With The Price Of Your Secondary Brand?

																=====	======	=== ===	======	=====	
			KING T	ENURE	(NO	NG FREG	ONAL)	c	ICAD D	DAND	US					TRADI		CERY/	REST- AURANT		
		2			1 OR				IGAR B	T OFTEN		TIONAL				-TION			/CIGAR		
	TOTAL	YEARS		11 OR		2-3	4+			======		OUCTS	ACE	OF SMC	NED.	-AL TOB-	TOB-	VENI-			
	PRE-	OR	3-10	MORE		PER	PER			ARTURO									SPORT CLUB/		
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK			FUENTE		NO		35-54			OUTLET		•	MAIL ORDER	
	=====	=====	=====	=====	=====	=====	====			=====		=====	=====	=====	=====	=====	======	=====	======	=====	
B																					
Base: Of The Last 10 Times	117					. –					34	83	59		10			3	1	13	
Bought Secondary Brand 3 Or More Times	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Plot e Titiles	100.0	20.2	40.7	23.1	23.1	10.3	17.1	16.2	5.1	9.4	29.1	70.9	50.4	41.0	8.5	63.2	14.5	2.6	0.9	11.1	
Don't know	1	_	-	1	_	_	_	_	_	_	_	1		1							
	0.9	-	-	3.7	-	-	-	-			-	1.2	-	2.1	•	1.4	-	•	•	-	
	100.0	· -	-	100.0	-	-	_	-	-			100.0		100.0		100.0		-		-	
												,,,,,,				100.0		_	_	_	
Sigma	117		57		27	12					34	83	59	48	10	74	17	3	1	13	
				100.0							100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	100.0	28.2	48.7	23.1	23.1	10.3	17.1	16.2	5.1	9.4	29.1	70.9	50.4	41.0	8.5	63.2	14.5	2.6	0.9	11.1	
Mann Dage	447			•																	
Mean Base	116	33	57	26	27	12	20	19	6	11	34	82	59	47	10	73	17	3	1	13	
Mean	7 54	7 52	7 41	7 50	7 50	7 47	7 1E	7 57	2 47	3.64	7 74	7 50	7 (0	- 4F	7.10						
ricuit	3.50	3.72	3.01	3.50	3.39	3.07	3.15	3.73	2.07	3.04	3./1	3.50	3.68	5.45	3.40	3.55	3.35	4.00	3.00	3.54	
Standard Deviation	1.18	1.23	1.18	1.17	1.25	1.07	1.39	1.02	1.21	1.12	1.03	1 24	1 17	1 10	1 26	1 10	1.22	1 00	_	1.27	
						. , - ,					03			1.17	1.20	1.17	1.22	1.00	-	1.27	
Standard Error	0.11	0.21	0.16	0.23	0.24	0.31	0.31	0.23	0.49	0.34	0.18	0.14	0.15	0.17	0.40	0.14	0.30	0.58	-	0.35	



		2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	(NON ====== 1 OR LESS PER WEEK	2-3 PER WEEK	ONAL) ===== 4+ PER WEEK	SMOKE =====: MACA- NUDO	PART- AGAS	RAND FOFTEN EEEEEE ARTURO FUENTE EEEEEE	TOB/ PROD ===== YES	TIONAL ACCO DUCTS ====== NO	====== 18-34	35-54	0KER ===== 55+	TRADI -TION -AL TOB- ACCO SHOP	TOB- ACCO OUTLET	DRUG/ GRO- CERY/ CON- VENI- ENCE/ DIS- COUNT	AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Of The Last 10 Times Bought Secondary Brand 3 Or More Times	117 100.0	33 100.0	57 100.0	27 100.0 23.1	27 100.0	12 100.0	20 100.0	19 100.0	6 100.0	11	34 100.0	83 100.0 70.9	59 100.0	48	10 100.0	74	17	3 100.0 2.6	1 100.0 0.9	13 100.0
Top 2 Box (Net)		20 60.6 30.3	33 57.9 50.0							3 27.3 4.5			36 61.0 54.5	25 52.1 37.9		46 62.2 69.7	7 41.2 10.6		1 100.0 1.5	5 38.5 7.6
5 - Very Satisfied			_	8 29.6 22.2			4 20.0 11.1		2 33.3 5.6			25 30.1 69.4		14 29.2 38.9			4 23.5 11.1	-	-	3 23.1 8.3
4	30 25.6 100.0	10 30.3 33.3	26.3				30.0				17.6	28.9	16 27.1 53.3			29.7		33.3		2 15.4 6.7
3	29 24.8 100.0			29.6		25.0	30.0		33.3	36.4	32.4	18 21.7 62.1		13 27.1 44.8		21.6		33.3		4 30.8 13.8
Bottom 2 Box (Net)	21 17.9 100.0		13 22.8 61.9	18.5	6 22.2 28.6		20.0				17.6	18.1	11 18.6 52.4	9 18.8 42.9						4 30.8 19.0
2	14 12.0 100.0	6.1	15.8	11.1	3 11.1 21.4	16.7		5.3	16.7	18.2	11.8	10 12.0 71.4			-	8 10.8 57.1	5.9			3 23.1 21.4
1 - Very Dissatisfied	7 6.0 100.0		7.0 7.0 57.1		3 11.1 42.9	-	5.0 14.3				5.9				10.0	4.1	17.6	, -	- -	

Table 104
Q.6d SEC.C Satisfaction With The Availability Of Your Secondary Brand?

SMOKING TENJER SMOKING TENJER SMOKING TENJER SMOKING TENJER SMOKING TENJER SMOKED NOST OFTEN TORACCON TORACCEN TOR																	=====	======	=====	======	=====
TOTAL YEARS PRE- PRE- PRE- PRE- PRE- PRE- PRE- PRE-						(NOI	N-SEAS	ONAL)											GRO- CERY/	REST- AURANT	
TOTAL YEARS 11 OR LESS 2-3 4+				=====	=====		=====	=====													
PRE OR 3-10 MORE PER PER MILM LESS YEARS YEARS WEEK WEE		TOTAL	_		11 00		2.7							4.05		==					
Base: Of The Last 10 Times Bought Secondary Brand 3 Or More Times Don't know 117 33 57 27 27 12 20 19 6 11 34 83 59 48 10 74 17 3 1 13 Don't know 118 33 57 27 27 12 20 19 6 11 34 83 59 48 10 74 14 5 2.6 0.9 11.1 Don't know 119 33 57 27 27 12 20 19 6 11 34 83 59 48 10 74 14 5 2.6 0.9 11.1 Don't know 110 33 57 27 27 12 20 19 6 11 34 83 59 48 10 74 14 5 2.6 0.9 11.1 Don't know 110 33 57 27 27 12 20 19 6 11 34 83 59 48 10 74 14 5 2.6 0.9 11.1 Sigma 117 33 57 27 27 12 20 19 6 11 34 83 59 48 10 74 14 5 2.6 0.9 11.1 Mean Base 116 33 57 26 27 12 20 19 6 11 34 82 59 47 10 73 17 3 1 13 Mean 3.64 3.79 3.60 3.54 3.48 3.83 3.45 3.84 3.67 2.91 3.59 3.66 3.71 3.57 3.50 3.77 3.24 3.00 4.00 3.23 Standard Deviation 1.21 1.05 1.28 1.27 1.31 1.19 1.15 0.96 1.21 1.38 1.23 1.21 1.22 1.23 1.18 1.15 1.39 1.00 - 1.30																			-		
Base: Of The Last 10 Times Bought Secondary Brand 3 Or More Times 117 33 57 27 27 12 20 19 6 11 34 83 59 48 10 74 17 3 3 1 13																					
Bought Secondary Brand 3 Or More Times 100.0 100		=====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	=====	=====	3110F	=====	EEEEE	EVENI	UKUEK
Bought Secondary Brand 3 Or More Times 100.0 100																					
More Times 100.0 28.2 48.7 23.1 23.1 10.3 17.1 16.2 5.1 9.4 29.1 70.9 50.4 41.0 8.5 63.2 14.5 2.6 0.9 11.1 Don't know 1 1 1.2 - 2.1 - 1.4 1.00.0 - 100.0 - 100.0 1.00.0 - 100.0 - 100.0 1.2 - 2.1 - 1.4 1.00.0 100.0 - 100.0 1.00.0 - 100.0 - 100.0 - 100.0 10							. –												3	1	13
Don't know 1 1 1 - 1 - 1 - 1												100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0
0.9 - 3.7 1.2 - 2.1 - 1.4 100.0 - 100.0 - 100.0 - 100.0 - 100.0 100.0 - 100.0 - 100.0 - 100.0 100.0 - 100.0 - 100.0 - 100.0 - 100.0 100.0 - 100.	More Times	100.0	28.2	48.7	23.1	23.1	10.5	17.1	16.2	5.1	9.4	29.1	70.9	50.4	41.0	8.5	63.2	14.5	2.6	0.9	11.1
0.9 - 3.7 1.2 - 2.1 - 1.4 100.0 - 100.0 - 100.0 - 100.0 - 100.0 100.0 - 100.0 - 100.0 - 100.0 100.0 - 100.0 - 100.0 - 100.0 - 100.0	Don't know	1	_	_	1	_	_		_	_	_	_	1		4						
Sigma 100.0 100.0 100.0 - 100.0 - 100.0 - 100.0		0.9	-	-	3.7	-	-	-	-	-	_	-	1 2	-	21	-	1 /		-	•	-
Sigma 117 33 57 27 27 12 20 19 6 11 34 83 59 48 10 74 17 3 1 13 100.0 1		100.0	-			-	-	_	-	-	_	-							-	-	-
100.0 100.0															,,,,,		100.0				
100.0 28.2 48.7 23.1 23.1 10.3 17.1 16.2 5.1 9.4 29.1 70.9 50.4 41.0 8.5 63.2 14.5 2.6 0.9 11.1 Mean Base 116 33 57 26 27 12 20 19 6 11 34 82 59 47 10 73 17 3 1 13 Mean 3.64 3.79 3.60 3.54 3.48 3.83 3.45 3.84 3.67 2.91 3.59 3.66 3.71 3.57 3.50 3.77 3.24 3.00 4.00 3.23 Standard Deviation 1.21 1.05 1.28 1.27 1.31 1.19 1.15 0.96 1.21 1.38 1.23 1.21 1.22 1.23 1.18 1.15 1.39 1.00 - 1.30	Sigma				_,		. –			_		34	83	59	48	10	74	17	3	1	13
Mean Base 116 33 57 26 27 12 20 19 6 11 34 82 59 47 10 73 17 3 1 13 Mean 3.64 3.79 3.60 3.54 3.48 3.83 3.45 3.84 3.67 2.91 3.59 3.66 3.71 3.57 3.50 3.77 3.24 3.00 4.00 3.23 Standard Deviation 1.21 1.05 1.28 1.27 1.31 1.19 1.15 0.96 1.21 1.38 1.23 1.21 1.22 1.23 1.18 1.15 1.39 1.00 - 1.30																	100.0	100.0	100.0	100.0	100.0
Mean 3.64 3.79 3.60 3.54 3.48 3.83 3.45 3.84 3.67 2.91 3.59 3.66 3.71 3.57 3.50 3.77 3.24 3.00 4.00 3.23 Standard Deviation 1.21 1.05 1.28 1.27 1.31 1.19 1.15 0.96 1.21 1.38 1.23 1.21 1.22 1.23 1.18 1.15 1.39 1.00 - 1.30		100.0	28.2	48.7	23.1	23.1	10.3	17.1	16.2	5.1	9.4	29.1	70.9	50.4	41.0	8.5	63.2	14.5	2.6	0.9	11.1
Mean 3.64 3.79 3.60 3.54 3.48 3.83 3.45 3.84 3.67 2.91 3.59 3.66 3.71 3.57 3.50 3.77 3.24 3.00 4.00 3.23 Standard Deviation 1.21 1.05 1.28 1.27 1.31 1.19 1.15 0.96 1.21 1.38 1.23 1.21 1.22 1.23 1.18 1.15 1.39 1.00 - 1.30	Mean Rase	116	. 33	57	26	27	12	20	10	4	11	7/	97	F0	, 7	10	77	47	-		
Standard Deviation 1.21 1.05 1.28 1.27 1.31 1.19 1.15 0.96 1.21 1.38 1.23 1.21 1.22 1.23 1.18 1.15 1.39 1.00 - 1.30	nean base		33	٠,	20	<u> </u>	12	20	17	U		34	02	29	47	10	13	17	3	1	15
Standard Deviation 1.21 1.05 1.28 1.27 1.31 1.19 1.15 0.96 1.21 1.38 1.23 1.21 1.22 1.23 1.18 1.15 1.39 1.00 - 1.30	Mean	3.64	3.79	3.60	3.54	3.48	3.83	3.45	3.84	3.67	2.91	3.59	3.66	3.71	3.57	3.50	3.77	3.24	3.00	4.00	3 23
																					3.23
Standard Error 0.11 0.18 0.17 0.25 0.25 0.34 0.26 0.22 0.49 0.41 0.21 0.13 0.16 0.18 0.37 0.13 0.34 0.58 - 0.36	Standard Deviation	1.21	1.05	1.28	1.27	1.31	1.19	1.15	0.96	1.21	1.38	1.23	1.21	1.22	1.23	1.18	1.15	1.39	1.00	-	1.30
	Standard Error	0.11	0.18	0.17	0.25	0.25	0.34	0.26	0.22	0.49	0.41	0.21	0.13	0.16	0.18	0.37	0.13	0.34	0.58	-	0.36



Table 105 Q.7a SEC.C Price Lower Than You Would Expect To Pay, But Still A Bargain

STORE PURCHASE CIGARS
AT MOST OFIEN

	:		ING TE	NURE	•	-SEASC	DNAL)		GAR BE	AND OFTEN	US ADDIT TOBA	IONAL				TRADI -TION -AL		-	AURANT /CIGAR	
		OR :		YEARS	PER WEEK	PER WEEK	WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	===== 18-34	35-54	55+	ACCO SHOP	OUTLET	COUNT	CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8						80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3			195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	
Less Than \$1.00	8 2.0 100.0	1 1.0 12.5	1 0.5 12.5	6 5.0 75.0	3 2.9 37.5	1 2.0 12.5	2 3.3 25.0	-	- - -	-	6 4.2 75.0	0.8 25.0	3 1.7 37.5	3 1.5 37.5	2 5.4 25.0	4 1.7 50.0	2 3.3 25.0	1 3.7 12.5	-	1 1.9 12.5
\$1.00-\$1.99	24 5.9 100.0	6 5.9 25.0	7 3.8 29.2	11 9.1 45.8	5 4.8 20.8	3 6.0 12.5	-	4 5.0 16.7	- - -	7.1 8.3	12 8.3 50.0	12 4.5 50.0	6 3.4 25.0	13 6.7 54.2	5 13.5 20.8	9 3.9 37.5	8 13.3 33.3		-	3.8 8.3
\$2.00-\$2.99	39 9.6 100.0	8 7.9 20.5	24 12.9 61.5	5.8			5.0	15.0	-		13 9.0 33.3	26 9.8 66.7	21 12.1 53.8	16 8.2 41.0	2 5.4 5.1	28 12.0 71.8	9 15.0 23.1	-	-	2 3.8 5.1
\$3.00-\$3.99	63 15.4 100.0	17 16.8 27.0	33 17.7 52.4	10.7						4 14.3 6.3	23 16.0 36.5		33 19.0 52.4	26 13.3 41.3	3 8.1 4.8	16.3				3.0
\$4.00-\$4.99	65 15.9 100.0	20 19.8 30.8	30 16.1 46.2	12.4	18 17.1 27.7	14.0			7 43.8 10.8	17.9	24 16.7 36.9			34 17.4 52.3		18.5	13.3	11.1	66.7	3.8
\$5.00-\$5.99	40 9.8 100.0	14 13.9 35.0		4.1		10.0	5.0			14.3			22 12.6 55.0		5.4	13.3		-	1 16.7 2.5	
\$6.00-\$6.99	20 4.9 100.0	7 6.9 35.0	4.3 40.0	4.1		8.0			1 6.3 5.0		2.8		13 7.5 65.0		2.7		5.0	3.7	•	

Table 105 Q.7a SEC.C Price Lower Than You Would Expect To Pay, But Still A Bargain

			KING T		(NO	N-SEAS			IGAR BI	RAND		SE FIONAL				TRADI	222	DRUG/ GRO- CERY/		=====
	TOTAL PRE- MIUM	YEARS OR	3-10	MORE		2-3 PER	4+ PER	SMOK ===== MACA-	ED MOS' ====== PART-	T OFTEN	TOB/ PROI	ACCO DUCTS	=====	OF SMO	=====	-AL TOB- ACCO	TOB- ACCO	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL
		=====	=====	=====	=====	=====	#EEK	=====	AGA2	FUENTE	1ES	NO =====	18-34	35-54 =====	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Respondents	408 100.0 100.0	100.0	100.0	100.0			100.0			28 100.0 6.9	144 100.0 35.3		174 100.0 42.6		37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
\$7.00-\$9.99	20 4.9 100.0	6.9	2.7		7 6.7 35.0	1 2.0 5.0		2.5 10.0	- - -	1 3.6 5.0	7 4.9 35.0	13 4.9 65.0	9 5.2 45.0		2 5.4 10.0	14 6.0 70.0	1 1.7 5.0		-	- -
\$10.00-\$24.99	31 7.6 100.0			6 5.0 19.4	11 10.5 35.5	4.0 6.5	10.0	7 8.8 22.6		- - -	12 8.3 38.7	19 7.2 61.3	15 8.6 48.4	11 5.6 35.5	5 13.5 16.1	11 4.7 35.5	6 10.0 19.4		1 16.7 3.2	
\$25.00-\$74.99	57 14.0 100.0	5.9		26 21.5 45.6	10 9.5 17.5		13 21.7 22.8	7 8.8 12.3		3 10.7 5.3	22 15.3 38.6	35 13.3 61.4	14 8.0 24.6	36 18.5 63.2	7 18.9 12.3	17 7.3 29.8	7 11.7 12.3	1 3.7 1.8	-	25 48.1 43.9
\$75.00+	28 6.9 100.0			12 9.9 42.9	- - -	8.0 14.3		2.5 7.1	1 6.3 3.6	4 14.3 14.3	9 6.3 32.1	19 7.2 67.9	9 5.2 32.1	16 8.2 57.1	3 8.1 10.7	17 7.3 60.7	1 1.7 3.6	- - -	-	9 17.3 32.1
Don't know	13 3.2 100.0		2.2 30.8	7 5.8 53.8	3 2.9 23.1	1 2.0 7.7		3 3.8 23.1		1 3.6 7.7	3 2.1 23.1	10 3.8 76.9	1 0.6 7.7	9 4.6 69.2	8.1 23.1	7 3.0 53.8	2 3.3 15.4	1 3.7 7.7	- - -	2 3.8 15.4
Sigma	408 100.0 100.0		186 100.0 45.6			50 100.0 12.3			16 100.0 3.9		144 100.0 35.3				37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Mean Base	395	99	182	114	102	49	58	77	14	27	141	254	173	186	34	226	58	26	6	50
Mean	18.83	10.31	20.06	24.26	8.66	19.65	29.14	12.29	19.96	29.66	18.07	19.25	14.73	21.27	27.28	17.45	10.70	7.44	5.17	42.88
Standard Deviation UnderP	34.14	20.51	38.27	35.47	11.87	35.36	45.13	28.05	26.09	51.92	30.80	35.91	32.81	32.13	48.07	37.72	19.95	7.37	2.40	35.89
CONFIDENTIAL UnderProtective Order INPD 011437 NPD Custom Research					Proje	ect Y4\	/x007-1	1 - (GENERAL	. CIGAR	ATTITU	DE AND	USAGE	Ē						
				•				*	*	W. 25.2			•							

Table 105 Q.7a SEC.C Price Lower Than You Would Expect To Pay, But Still A Bargain

STORE PURCHASE CIGARS
AT MOST OFTEN

		=======================================						
		DRUG/						
	SMOKING FREQUENCY	GRO- REST-						
	SMOKING TENURE (NON-SEASONAL) USE	TRADI CERY/ AURANT						
	======================================	-TION CON- /CIGAR						
	2 1 OR SMOKED MOST OFTEN TOBACCO	-AL VENI- BAR/						
	TOTAL YEARS 11 OR LESS 2-3 4+ ========== PRODUCTS AGE OF SMOKE	R TOB- TOB- ENCE/ SPORT						
	PRE- OR 3-10 MORE PER PER PER MACA- PART- ARTURO ================================	=== ACCO ACCO DIS- CLUB/ MAIL						
	MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 5	55+ SHOP OUTLET COUNT EVENT ORDER						
	22222 22202 20022 20022 20022 CCCC CCCC	### #### ##### #####						
Base: Total Respondents	408 101 186 121 105 50 60 80 16 28 144 264 174 195	37 233 60 27 6 52						
buse. Total Respondents	100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0	0.0 100.0 100.0 100.0 100.0 100.0						
	10010 1	9.1 57.1 14.7 6.6 1.5 12.7						
Standard Error	1.72 2.06 2.84 3.32 1.18 5.05 5.93 3.20 6.97 9.99 2.59 2.25 2.49 2.36 8	3.24 2.51 2.62 1.44 0.98 5.08						
Median	4.95 4.75 4.25 5.50 4.00 4.00 7.50 4.00 4.75 5.00 4.00 5.00 4.50 5.00 7	7.25 4.00 4.00 3.63 4.00 37.50						

Table 106 Q.7b SEC.C Price So Low That You Would Question The Quality

	PRE- MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	WEEK WEEK		ONAL) ====== 4+ PER WEEK	SMOKI =====: MACA- NUDO	PART- AGAS	OFTEN	PRODUCTS ====================================		AGE OF SMOKER 18-34 35-54 55+			ACCO	TOB- ACCO	CERY/ CON- VENI- ENCE/ DIS-	REST- AURANT /CIGAR BAR/ SPORT CLUB/	MAIL
Base: Total Respondents	408 100.0	101 100.0	186 100.0		105 100.0	50 100.0	60 100.0	80 100.0	16 100.0	28 100.0	144	264 100.0	174 100.0	195 100.0	37 100.0	233	60 100.0 14.7	27 100.0	6 100.0	
Less Than \$1.00	26 6.4 100.0		10 5.4 38.5			10.0	3 5.0 11.5	3 3.8 11.5		2 7.1 7.7	11 7.6 42.3	15 5.7 57.7	10 5.7 38.5		4 10.8 15.4	14 6.0 53.8	6 10.0 23.1	2 7.4 7.7	-	3 5.8 11.5
\$1.00-\$1.99		15.8		18 14.9 29.0		7 14.0 11.3				4 14.3 6.5	30 20.8 48.4				7 18.9 11.3	36 15.5 58.1	14 23.3 22.6	6 22.2 9.7	1 16.7 1.6	
\$2.00-\$2.99	81 19.9 100.0	24.8	42 22.6 51.9	14 11.6 17.3	22 21.0 27.2	12 24.0 14.8	20.0	20 25.0 24.7	3 18.8 3.7		26 18.1 32.1	55 20.8 67.9			4 10.8 4.9	54 23.2 66.7	12 20.0 14.8	6 22.2 7.4	1 16.7 1.2	
\$3.00-\$3.99		19.8		13 10.7 21.0	15 14.3 24.2		8 13.3 12.9	13 16.3 21.0			17 11.8 27.4				2 5.4 3.2	45 19.3 72.6	7 11.7 11.3	7.4 3.2	3 50.0 4.8	
\$4.00-\$4.99	24 5.9 100.0		9 4.8 37.5	5.0 25.0	7.6 33.3	8.0 16.7		8 10.0 33.3	- - -	3 10.7 12.5		17 6.4 70.8	13 7.5 54.2	10 5.1 41.7	1 2.7 4.2	17 7.3 70.8	6.7 16.7	1 3.7 4.2	- - -	- - -
\$5.00-\$5.99	22 5.4 100.0		10 5.4 45.5	5 4.1 22.7	13 12.4 59.1	3 6.0 13.6		3.8 13.6	2 12.5 9.1	1 3.6 4.5	6 4.2 27.3	16 6.1 72.7	14 8.0 63.6	7 3.6 31.8	1 2.7 4.5	14 6.0 63.6		3 11.1 13.6	-	- - -
\$6.00-\$6.99	3 0.7 100.0	1 1.0 33.3	2 1.1 66.7	-	- - -	-	-	2.5 66.7	-	•	1 0.7 33.3	2 0.8 66.7	3 1.7 100.0	-			1 1.7 33.3	1 3.7 33.3	1 16.7 33.3	-



Table 106 Q.7b SEC.C Price So Low That You Would Question The Quality

STORE PURCHASE CIGARS AT MOST OFTEN ---------

			KING T	ENURE	(NO	IG FREG	ONAL)	C.	GAR BE	RAND	USE ADDITIONAL					TRADI	======	DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
	PRE-	2 YEARS OR	3-10	11 OR MORE	PER	OR SMOKED MOST OFTEN ESS 2-3 4+ ===================================					TOBACCO PRODUCTS AGE OF SMOKER				=====	-AL TOB- ACCO	TOB- ACCO	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL
										FUENTE			18-34 =====				OUTLET	COUNT	EVENT	ORDER
Base: Total Respondents	408 100.0 100.0			100.0	105 100.0 25.7			80 100.0 19.6	16 100.0 3.9			264 100.0 64.7			37 100.0 9.1		60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
\$7.00-\$9.99	13 3.2 100.0	4.0 30.8			6 5.7 46.2	2 4.0 15.4			-	-	5 3.5 38.5		6 3.4 46.2	5 2.6 38. 5	2 5.4 15.4	8 3.4 61.5	2 3.3 15.4	2 7.4 15.4	-	- -
\$10.00-\$24.99	37 9.1 100.0	7 6.9 18.9	7.5		7 6.7 18.9	3 6.0 8.1	9 15.0 24.3		1 6.3 2.7	2 7.1 5.4	13 9.0 35.1		11 6.3 29.7	19 9.7 51.4		4.3	7 11.7 18.9	4 14.8 10.8	-	11 21.2 29.7
\$25.00-\$74.99	47 11.5 100.0	4.0 8.5		17.4	6 5.7 12.8	8.0 8.5			3 18.8 6.4	1 3.6 2.1	17 11.8 36.2	11.4	10 5.7 21.3	32 16.4 68.1	5 13.5 10.6	17 7.3 36.2	3 5.0 6.4	-	-	23 44.2 48.9
\$75.00+	15 3.7 100.0		4.3	4.1	1 1.0 6.7	4.0 13.3		1 1.3 6.7	-	3 10.7 20.0	4 2.8 26.7		7 4.0 46.7	6 3.1 40.0	2 5.4 13.3	11 4.7 73.3	1 1.7 6.7	- - -	-	3 5.8 20.0
Don't know	16 3.9 100.0		3.2	6.6	4 3.8 25.0	2 4.0 12.5	5.0	1 1.3 6.3	-	7.1 12.5	7 4.9 43.8		2 1.1 12.5	12 6.2 75.0		7 3.0 43.8		-	-	6 11.5 37.5
Sigma	408 100.0 100.0			100.0			100.0	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9		264 100.0 64.7	174 100.0 42.6				60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Mean Base	392	99	180	113	101	48	57	79	16	26	137	255	172	183	35	226	59	27	6	46
Mean	12.79	7.24	13.49	16.54	6.90	10.17	19.42	8.27	9.92	18.10	11.31	13.58	10.69	13.62	19.39	12.12	7.09	4.61	3.16	30.55
Standard Deviation CONF INPI	26.35	15.74	29.72	27.45	13.26	19.66	38.27	23.62	12.93	36.89	19.94	29.22	27.53	21.20	41.08	30.41	13.49	4.70	1.72	24.76
CONFIDENTIAL Under Protective Order INPD 011440 NPD Custom Research					Proj	ect Y4	VX007-	1 - 1	GENERAI	_ CIGAR	ATTITA	UDE ANI) USAGE	Ē						

STORE PURCHASE CIGARS

Table 106 Q.7b SEC.C Price So Low That You Would Question The Quality

																AT I	OST O	FTEN	
	SMOI	KING T	ENURE		NG FRE					U	SE				TRADI			REST-	
TOT 41	2	=====		1 OR				IGAR BI ED MOS	RAND T OFTEN		TIONAL ACCO				-TION -AL		CON- VENI-	/CIGAR BAR/	
PRE-	OR	3-10	MORE	LESS PER	PER	4+ PER	MACA-	PART-		=====	OUCTS		OF SMO		TOB- ACCO	TOB- ACCO		SPORT CLUB/	MAIL
MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34 =====	35-54 =====	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER
408 100.0	101 100.0	186 100 - 0	121 100.0	105 100 0	50 100 0	60	80	16 100.0	28	144	264	174	195	37	233	60	27	6	52
	24.8												100.0 47.8		57.1	100.0 14.7	100.0		100.0 12.7
1.33	1.58	2.21	2.58	1.32	2.84	5.07	2.66	3.23	7.24	1.70	1.83	2.10	1.57	6.94	2.02	1.76	0.90	0.70	3.65

3.00 3.00 3.00 3.99 3.00 2.75 3.99 3.00 3.00 2.75 3.00 3.00 3.00 3.00 4.00 3.00 2.50 2.50 3.00 30.00

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Base: Total Respondents

Standard Error

Median

Table 107 Q.7c SEC.C Price So High That You Would Not Consider Purchasing

														=======================================						
			KING TE		(NOI	NG FREG	ONAL)	C	IGAR BI	DAND	USE ADDITIONAL					TRADI		CERY/	REST- AURANT	
	TOTAL PRE- MIUM	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOKE =====: MACA-	D MOS PART-	OFTEN ARTURO	TOBA PROD	CCO UCTS	=====		=====		TOB- ACCO OUTLET	VENI- ENCE/ DIS-	SPORT CLUB/	
																			EVENI	
Base: Total Respondents		100.0	186 100.0 45.6				100.0				144 100.0 35.3		100.0			100.0	60 100.0 14.7	27 100.0 6.6	100.0	52 100.0 12.7
Less Than \$1.00	0.2 100.0	-	- - -	0.8 100.0			- - -	-	-	- - -	1 0.7 100.0	- - -	- - -		1 2.7 100.0		1 1.7 100.0	-	-	-
\$1.00-\$1.99	6 1.5 100.0	1 1.0 16.7	0.5		2 1.9 33.3	2.0	1 1.7 16.7	- - -	:		4 2.8 66.7		1.7	3 1.5 50.0		3 1.3 50.0	1.7	1 3.7 16.7	-	1 1.9 16.7
\$2.00-\$2.99	8 2.0 100.0		2 1.1 25.0					- - -			3 2.1 37.5	5 1.9 62.5		4 2.1 50.0	2 5.4 25.0			2 7.4 25.0	-	1 1.9 12.5
\$3.00-\$3.99		4.0	6 3.2 50.0			2.0	2 3.3 16.7	1 1.3 8.3	-		5.6	4 1.5 33.3	5 2.9 41.7			2.6	5.0	3.7		-
\$4.00-\$4.99	10 2.5 100.0	1.0				6.0	-	_	-		5 3.5 50.0		2.9		2 5.4 20.0			-	-	1 1.9 10.0
\$5.00-\$5.99	27 6.6 100.0	7.9				8.0	3.3		-	-	8 5.6 29.6	19 7.2 70.4	6.9	11 5.6 40.7	3 8.1 11.1	5.6			<u>-</u>	1 1.9 3.7
\$6.00-\$6.99	32 7.8 100.0	6.9	13 7.0 40.6	9.9	9.5	10.0	6.7	9 11.3 28.1	12.5	3.6	10 6.9 31.3	22 8.3 68.8	7.5				10.0	7.4	16.7	4 7.7 12.5

8.85 73.81

Table 107 Q.7c SEC.C Price So High That You Would Not Consider Purchasing

STORE PURCHASE CIGARS AT MOST OFTEN ___________ DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 1 OR SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ =============== **PRODUCTS** TOB-ENCE/ SPORT PRE-OR 3-10 MORE PER PER PER MACA- PART- ARTURO ========= acco ACCO DIS- CLUB/ MIUM LESS YEARS YEARS WEEK WEEK NUDO AGAS 18-34 35-54 55+ SHOP FUENTE YES NO OUTLET COUNT EVENT Base: Total Respondents 186 121 105 50 80 60 16 144 264 174 195 37 233 27 6 52 100.0 24.8 45.6 29.7 25.7 12.3 14.7 19.6 6.9 35.3 64.7 42.6 47.8 3.9 9.1 57.1 14.7 6.6 1.5 12.7 \$7.00-\$9.99 73 21 34 20 18 10 21 5 4 21 52 36 35 52 17.9 20.8 18.3 14.9 19.0 20.0 15.0 26.3 31.3 14.3 19.7 20.7 17.9 14.6 2.7 22.3 11.7 25.9 16.7 3.8 28.8 46.6 24.7 27.4 13.7 12.3 28.8 71.2 49.3 47.9 6.8 5.5 28.8 71.2 1.4 9.6 9.6 2.7 \$10.00-\$24.99 25 13 12 24 13 40 82 67 50 5 88 15 29.9 41.6 29.6 20.7 39.0 26.0 20.0 30.0 31.3 46.4 27.8 31.1 38.5 25.6 13.5 37.8 25.0 22.2 50.0 1.9 100.0 34.4 45.1 20.5 33.6 10.7 9.8 19.7 4.1 10.7 32.8 67.2 54.9 41.0 4.1 72.1 12.3 4.9 0.8 \$25.00-\$74.99 21 15 10 11 19 25 10 27 10 6 1 15 11.3 12.4 9.5 6.0 10.0 13.8 6.3 13.2 9.5 5.7 13.8 18.9 4.3 10.0 25.9 16.7 28.8 100.0 18.2 47.7 34.1 22.7 6.8 25.0 13.6 2.3 43.2 56.8 22.7 61.4 15.9 22.7 13.6 15.9 2.3 34.1 69 31 31 8 20 3 24 45 20 39 10 31 25 16.9 6.9 6.7 16.0 33.3 5.0 18.8 25.0 16.7 17.0 11.5 20.0 27.0 13.3 13.3 48.1 44.9 10.1 11.6 29.0 5.8 4.3 10.1 34.8 65.2 29.0 56.5 14.5 36.2 Don't know 1 1.0 1.7 2.0 1.1 3.3 3.6 0.7 1.1 0.6 1.0 2.7 1.3 1.9 100.0 50.0 50.0 25.0 50.0 25.0 25.0 75.0 25.0 50.0 25.0 75.0 25.0 101 186 121 105 50 60 80 16 28 144 264 174 195 37 233 60 27 6 52 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 45.6 29.7 25.7 12.3 14.7 19.6 3.9 6.9 35.3 64.7 42.6 47.8 9.1 57.1 14.7 6.6 1.5 12.7 Mean Base 101 184 119 105 58 80 16 27 143 261 173 193 36 230 60 27 51 38.24 22.72 40.90 47.29 21.04 32.87 62.42 19.45 31.03 60.28 34.54 40.26 31.99 39.70 62.18 34.85 32.40 14.87 12.25 78.10

NPD Custom Research

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Standard Deviation

\$75.00+

Sigma

Mean

68.69 42.02 80.53 65.28 37.18 59.98 92.28 37.18 41.22 96.94 57.10 74.30 68.23 60.56102.37 70.52 73.32 14.08



Table 107 Q.7c SEC.C Price So High That You Would Not Consider Purchasing

STORE PURCHASE CIGARS AT MOST OFTEN

																=======================================							
		SMOK	(ING TE	ENURE		NG FREG					US					TRADI		-	AURANT				
	TOTAL Y	2 TOTAL YEARS 11			1 OR OR LESS 2-3 4+			= CIGAR BRAND SMOKED MOST OFTEN			ADDITIONAL TOBACCO PRODUCTS AG			AGE OF SMOKER				VENI-	/CIGAR BAR/ SPORT				
	PRE- MIUM I	OR LESS	3-10 YEARS	MORE YEARS	PER WEEK	PER WEEK	PER WEEK		PART - AGAS =====	ARTURO FUENTE	YES	NO =====		35-54 =====		ACCO SHOP			CLUB/ EVENT	MAIL ORDER			
Base: Total Respondents	408 100.0 100.0			121 100.0 29.7			100.0	80 100.0 19.6		100.0	100.0	264 100.0 64.7		195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6		100.0			
Standard Error	3.42	4.18	5.94	5.98	3.63	8.57	12.12	4.16	10.30	18.66	4.78	4.60	5.19	4.36	17.06	4.65	9.47	2.71	3.61	10.34			
Median	10.00	10.00	10.00	11.00	10.00	9.00	17.50	9.00	10.00	12.00	10.00	10.00	10.00	10.00	20.00	10.00	8.75	8.00	10.00	65.00			

Table 108 Q.7d SEC.C Price Higher Than You Expected, But Would Consider Purchasing It

																=====		MO21 O	FIEN ======	
			KING T		(NO	NG FRE	ONAL)		ICAD D	OAND		SE				TRADI		DRUG/ GRO-		
	PRE- MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEFK	SMOK ===== MACA- NUDO	PART-	T OFTEN	TOB PRO	NO	10 7/	7F F/	=====	ACCO	TOB- ACCO	VENI- ENCE/ DIS-	SPORT CLUB/	MAIL
	=====	====	=====	====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	2HUP	001FE	COUNT	EVENT	ORDER
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6	100.0	105 100.0 25.7	50 100.0 12.3	100.0	100.0	100 0	100.0	144 100.0 35.3	264 100.0 64.7	100.0	100.0	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Less Than \$1.00	4 1.0 100.0		-	3 2.5 75.0			1 1.7 25.0		- -		2 1.4	2 0.8	1 0.6	2 1.0	1 2.7	1 0.4	1 1.7 25.0	1 3.7	•	1 1.9 25.0
\$1.00-\$1.99	7 1.7 100.0	1 1.0 14.3		4 3.3 57.1			-	- - -	-	- -	4 2.8 57.1		3 1.7 42.9	3 1.5 42.9	1 2.7 14.3		1 1.7 14.3	2 7.4 28.6	-	
\$2.00-\$2.99	16 3.9 100.0		2.7 31.3	6 5.0 37.5	3 2.9 18.8	2 4.0 12.5	3 5.0 18.8	1 1.3 6.3	- - -	2 7.1 12.5	9 6.3 56.3	7 2.7 43.8	6 3.4 37.5	7 3.6 43.8	3 8.1 18.8	6 2.6 37.5	7 11.7 43.8	1 3.7 6.3	-	1 1.9 6.3
\$3.00-\$3.99	17 4.2 100.0	2.0 11.8	12 6.5 70.6	3 2.5 17.6	3.8 23.5	3 6.0 17.6	2 3.3 11.8	3 3.8 17.6	-	-	8 5.6 47.1	9 3.4 52.9	6 3.4 35.3	7 3.6 41.2	3 8.1 17.6	9 3.9 52.9	3 5.0 17.6	•	- - -	3 5.8 17.6
\$4.00-\$4.99	25 6.1 100.0	5 5.0 20.0	15 8.1 60.0	5 4.1 20.0	7 6.7 28.0	5 10.0 20.0	-	0.0	-	7.1 8.0	8 5.6 32.0	17 6.4 68.0	11 6.3 44.0	12 6.2 48.0	1 2.7 4.0	15 6.4 60.0	7 11.7 28.0	-	-	1 1.9 4.0
\$5.00-\$5.99	33 8.1 100.0	9 8.9 27.3	12 6.5 36.4	12 9.9 36.4	13 12.4 39.4	2 4.0 6.1	3 5.0 9.1	9 11.3 27.3	2 12.5 6.1	1 3.6 3.0	13 9.0 39.4	20 7.6 60.6	17 9.8 51.5	13 6.7 39.4	3 8.1 9.1	18 7.7 54.5		4 14.8 12.1	-	4 7.7 12.1
\$6.00-\$6.99	33 8.1 100.0	8 7.9 24.2	19 10.2 57.6	6 5.0 18.2	8 7.6 24.2	8.0 12.1	9 15.0 27.3	11 13.8 33.3	1 6.3 3.0	1 3.6 3.0	11 7.6 33.3	22 8.3 66.7	14 8.0 42.4	19 9.7 57.6	•	21 9.0 63.6	4 6.7 12.1	4 14.8 12.1	1 16.7 3.0	

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Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE

Table 108 Q.7d SEC.C Price Higher Than You Expected, But Would Consider Purchasing It

	SMOKING TENURE	SMOKING FREQUENCY (NON-SEASONAL) = ===================================		USE ADDITIONAL TOBACCO	DRUG/ GRO- REST- TRADI CERY/ AURANT -TION CON- /CIGAR -AL VENI- BAR/
	TOTAL YEARS 11 (PRE- OR 3-10 MORI	R LESS 2-3 4+ PER PER PER S WEEK WEEK WEEK	NUDO AGAS FUENTE	PRODUCTS AGE OF SMOKER YES NO 18-34 35-54 55+	SHOP OUTLET COUNT EVENT ORDER
Base: Total Respondents	408 101 186 1 100.0 100.0 100.0 100 100.0 24.8 45.6 29	21 105 50 60 0 100.0 100.0 100.0	0 80 16 28 0 100.0 100.0 100.0	144 264 174 195 37 100.0 100.0 100.0 100.0 100.0	7 233 60 27 6 52 0 100.0 100.0 100.0 100.0 100.0
\$7.00-\$9.99	98 30 48 24.0 29.7 25.8 16 100.0 30.6 49.0 20	.5 21.9 28.0 11.		20.8 25.8 29.9 21.5 10.8	32.2 20.0 18.5 50.0 -
\$10.00-\$24.99	64 26 23 15.7 25.7 12.4 12 100.0 40.6 35.9 23	.4 24.8 14.0 15.			1 17.6 11.7 14.8 16.7 3.8
\$25.00-\$74.99	56 9 26 13.7 8.9 14.0 17 100.0 16.1 46.4 37	.4 12.4 8.0 20.			
\$75.00+	51 5 23 12.5 5.0 12.4 19 100.0 9.8 45.1 45	.0 2.9 12.0 20.		11.1 13.3 9.8 13.8 18.9	
Don't know		3 - 2 .5 - 4.0 3. .0 - 50.0 50.		0.7 1.1 - 1.0 5.4	
Sigma	100.0 100.0 100.0 100			100.0 100.0 100.0 100.0 100.	0 100.0 100.0 100.0 100.0 100.0
Mean Base	404 101 185	18 105 48 5	58 80 16 27	7 143 261 174 193 3	5 230 60 27 6 51
Mean	30.58 18.07 32.56 38	20 16.20 27.54 52.1	13 16.51 26.06 47.37	7 25.93 33.13 24.66 32.21 52.5	8 27.74 26.67 12.62 10.92 62.35
Standard Deviation INP	55.14 34.83 63.99 52	85 29.48 51.00 84.0	07 31.52 34.78 79.17	7 41.41 61.29 51.88 47.77 93.3	5 55.37 68.97 12.02 6.99 52.41
CONFIDENTIAL Under Protective Order INPD 011446 NPD Custom Research		Project Y4VX00	7-1 - GENERAL CIGAI	R ATTITUDE AND USAGE	

Table 108
Q.7d SEC.C Price Higher Than You Expected, But Would Consider Purchasing It

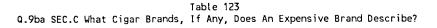
					STORE PURCHASE CIGARS AT MOST OFTEN
	SMOKING TENU	SMOKING FREQUENCY RE (NON-SEASONAL)	CIGAR BRAND	USE	DRUG/ GRO- REST- TRADI CERY/ AURANT
	2 TOTAL YEARS 11 PRE- OR 3-10 MO	1 OR OR LESS 2-3 4+ RE PER PER PER	SMOKED MOST OFTEN ====================================	ADDITIONAL TOBACCO PRODUCTS AGE OF SMOKER	-TION CON- /CIGAR -AL VENI- BAR/ TOB- TOB- ENCE/ SPORT
	MIUM LESS YEARS YE		Mino Anna		ACCO ACCO DIS- CLUB/ MAIL SHOP OUTLET COUNT EVENT ORDER
Base: Total Respondents	100.0 100.0 100.0 10	21 105 50 60 .0 100.0 100.0 100.0 .7 25.7 12.3 14.7		144 264 174 195 37 100.0 100.0 100.0 100.0 100.0 35.3 64.7 42.6 47.8 9.1	
Standard Error	2.74 3.47 4.70 4	87 2.88 7.36 11.04	3.52 8.70 15.24	3.46 3.79 3.93 3.44 15.78	7.2
Median	8.00 8.00 8.00 9	50 8.00 7.50 10.48	7.75 8.00 8.00	8.00 8.00 8.00 8.00 15.00	8.00 7.00 7.00 8.00 50.00

Table 122 Q.9a SEC.C Ever Purchased Any Of The Following Brands?

			CING TE	ENURE	(NOM	IG FREG	ONAL)		GAR BE	RAND FOFTEN	US ADDIT TOBA	IONAL				TRADI		-	AURANT /CIGAR	
	PRE- MIUM	YEARS OR LESS	YEARS	11 OR MORE YEARS	LESS PER WEEK	PER WEEK		MACA- NUDO	PART- AGAS	ARTURO FUENTE	PROD ====== YES	OUCTS NO	18-34	35-54	OKER ====== 55+	TOB- ACCO SHOP	TOB-	ENCE/ DIS- COUNT	SPORT CLUB/ EVENT	ORDER
Base: Primary Brand Is Premium	100.0	100.0		121 100.0 29.7					16 100.0 3.9		144 100.0 35.3	100.0			37 100.0 9.1		60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Macanudo	220 53.9 100.0				46 43.8 20.9		33 55.0 15.0	-	12 75.0 5.5	23 82.1 10.5	66 45.8 30.0	154 58.3 70.0				147 63.1 66.8	26 43.3 11.8	6 22.2 2.7		27 51.9 12.3
Arturo Fuente	211 51.7 100.0	42.6		56.2	47 44.8 22.3	27 54.0 12.8		43 53.8 20.4	13 81.3 6.2		73 50.7 34.6					128 54.9 60.7		8 29.6 3.8	3 50.0 1.4	
Partagas	157 38.5 100.0		37.6				24 40.0 15.3		-	50.0	52 36.1 33.1	39.8						5 18.5 3.2	16.7	27 51.9 17.2
Cohiba	167 40.9 100.0	42.6	39.2		36 34.3 21.6			34 42.5 20.4		64.3	49 34.0 29.3	44.7				105 45.1 62.9	17 28.3 10.2	25.9	50.0	25 48.1 15.0
Ανο	60 14.7 100.0	13.9	14.0	16.5								46 17.4 76.7				41 17.6 68.3	6 10.0 10.0	3 11.1 5.0	-	7 13.5 11.7
Ashton	109 26.7 100.0	23.8	30.6	23.1	19 18.1 17.4	9 18.0 8.3	24 40.0 22.0			42.9	22 15.3 20.2	33.0				31.8	11.7	11.1	16.7	18 34.6 16.5
Davidoff	116 28.4 100.0	24.8	28.5							35.7	30 20.8 25.9					73 31.3 62.9			33.3	

Table 122 Q.9a SEC.C Ever Purchased Any Of The Following Brands?

																=====	======	=====:	======	=====
	TOTAL PRE-		KING TI ======	=====	(NOI ===== 1 OR LESS		ONAL) ====== 4+	SMOK	=====	T OFTEN	ADD I TOB/ PROI	SE TIONAL ACCO DUCTS		OF SM		TRADI -TION -AL TOB-	TOB-	CON- VENI- ENCE/	AURANT /CIGAR BAR/ SPORT	
	MIUM			YEARS			PER Week	MACA-	AGAS	ARTURO FUENTE	YES	NO NO	18-34	35-54	=== = =	ACCO	ACCO OUTLET		CLUB/	MAIL ORDER
	=====	=====	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base: Primary Brand Is Premium		100.0	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	100.0	100.0	16 100.0 3.9	100.0	100.0	264 100.0 64.7	100.0	195 100.0 47.8	100.0		60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Hoyo de Monterrey	179 43.9 100.0	30.7	88 47.3 49.2		41 39.0 22.9	28 56.0 15.6		36 45.0 20.1		15 53.6 8.4	55 38.2 30.7	124 47.0 69.3	70 40.2 39.1	92 47.2 51.4	43.2		15 25.0 8.4			26 50.0 14.5
Punch		37 36.6 21.5		53 43.8 30.8			26 43.3 15.1				47 32.6 27.3	125 47.3 72.7	66 37.9 38.4	91 46.7 52.9	37.8		13 21.7 7.6	9 33.3 5.2		27 51.9 15.7
comple Hall Estates	29 7.1 100.0	6.9	13 7.0 44.8	9 7.4 31.0	8 7.6 27.6			4 5.0 13.8			13 9.0 44.8	16 6.1 55.2	12 6.9 41.4	14 7.2 48.3			6 10.0 20.7	1 3.7 3.4	-	2 3.8 6.9
None/Don't know	42 10.3 100.0	12.9	17 9.1 40.5		13 12.4 31.0		9 15.0 21.4				21 14.6 50.0			20 10.3 47.6	9 24.3 21.4			8 29.6 19.0	1 16.7 2.4	7 13.5 16.7
Sigma		321 317.8 22.0					376.7	317.5	76 475.0 5.2	121 432.1 8.3	306.9	1020 386.4 69.8				928 398.3 63.5	144 240.0 9.8	63 233.3 4.3		211 405.8 14.4



			KING TI		•	I-SEASO	ONAL)	CI	GAR BE	RAND	US ADD I T	E IONAL				TRADI			REST- AURANT /CIGAR	
	PRE- MIUM			YEARS	PER WEEK			SMOKE ====== MACA- NUDO	D MOS1 PART- AGAS	OFTEN ARTURO FUENTE	TOBA PROD =====	CCO OUCTS ====== NO	18-34	35-54	55+	SHOP	ACCO OUTLET		SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Who Were Asked The Question		100.0		61 100.0 29.8		25 100.0 12.2			7 100.0 3.4		70 100.0 34.1				18 100.0 8.8	113 100.0 55.1	31 100.0 15.1	11 100.0 5.4		25 100.0 12.2
Macanudo	66 32.2 100.0	23.9			18 30.5 27.3	6 24.0 9.1			3 42.9 4.5	2 13.3 3.0	24 34.3 36.4	42 31.1 63.6	28 30.8 42.4		6 33.3 9.1	37 32.7 56.1	5 16.1 7.6	3 27.3 4.5		12 48.0 18.2
Arturo Fuente	51 24.9 100.0	21.7	25.5			4 16.0 7.8		21.1		2 13.3 3.9	21 30.0 41.2		22 24.2 43.1	24 25.3 47.1	5 27.8 9.8	30 26.5 58.8	6 19.4 11.8	1 9.1 2.0	3 75.0 5.9	28.0
Partagas	37 18.0 100.0	17.4	23.5	9.8				13.2	4 57.1 10.8		12 17.1 32.4	25 18.5 67.6				21 18.6 56.8	4 12.9 10.8	9.1		24.0
Cohiba	76 37.1 100.0	28.3	40.8	37.7				39.5			22 31.4 28.9	54 40.0 71.1		39 41.1 51.3		48 42.5 63.2	8 25.8 10.5	27.3	50.0	32.0
Avo	15 7.3 100.0	4.3	11.2		3.4					3 20.0 20.0	6 8.6 40.0			9 9.5 60.0	-	10 8.8 66.7	-	- - -		3 12.0 20.0
Ashton	32 15.6 100.0	13.0				20.0			28.6	20.0		14.1			-	21 18.6 65.6		-	1 25.0 3.1	
Davidoff	56 27.3 100.6	3 17.4			22.0	8 32.0 14.3	31.0	10 26.3 17.9	57.1	6 40.0 10.7	17 24.3 30.4						5 16.1 8.9	36.4		11 44.0 19.6

Table 123 Q.9ba SEC.C What Cigar Brands, If Any, Does An Expensive Brand Describe?

STORE	PURCH/	ASE	CIGARS
AT	MOST	OF	TEN

															•	=====	======	=====:	======	=====
			KING T	ENURE	(NO	N-SEAS	QUENCY ONAL)		ICAD D	DAND		SE				TRADI			REST- AURANT	
	PRE-	2 Years Or	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK ===== MACA-	===== PART-	T OFTEN	TOB. PRO	TIONAL ACCO DUCTS ======	AGE	OF SM	OKER ======	-TION -AL TOB- ACCO	TOB- ACCO	VENI- ENCE/	SPORT	
	MIUM	LESS		YEARS			WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP			EVENT	
Base: Total Who Were Asked The Question	100.0		100.0	100.0	59 100.0 28.8	25 100.0 12.2	100.0	100.0	100.0	100.0	70 100.0 34.1	100.0	100.0	100.0	100.0	113 100.0 55.1		11 100.0 5.4		25 100.0 12.2
Hoyo de Monterrey	34 16.6 100.0	6 13.0 17.6	19.4	9 14.8 26.5	8 13.6 23.5	4 16.0 11.8	6 20.7 17.6	4 10.5 11.8	28.6	6.7	16 22.9 47.1	18 13.3 52.9	18.7	14.7	3 16.7 8.8	19 16.8 55.9	2 6.5 5.9	-	2 50.0 5.9	6 24.0 17.6
Punch	32 15.6 100.0	8 17.4 25.0	14.3 14.3 43.8	10 16.4 31.3	10 16.9 31.3	4 16.0 12.5	7 24.1 21.9	5 13.2 15.6	28.6	33.3	6 8.6 18.8	26 19.3 81.3	9 9.9 28.1	19 20.0 59.4	22.2 12.5	24 21.2 75.0	2 6.5 6.3	9.1 3.1	-	3 12.0 9.4
Temple Hall Estates	15 7.3 100.0	10.9	8.2 53.3		3 5.1 20.0	1 4.0 6.7		_	1 14.3 6.7		5 7.1 33.3	10 7.4 66.7			2 11.1 13.3		2 6.5 13.3	1 9.1 6.7	-	1 4.0 6.7
None/Don't know	41 20.0 100.0	26.1	17 17.3 41.5				5 17.2 12.2		-	1 6.7 2.4	18 25.7 43.9	23 17.0 56.1	20 22.0 48.8	16 16.8 39.0	5 27.8 12.2	18.6	8 25.8 19.5	5 45.5 12.2		3 12.0 7.3
Sigma	455 222.0 100.0	89 193.5 19.6	245 250.0 53.8	121 198.4 26.6	120 203.4 26.4	57 228.0 12.5	75 258.6 16.5	73 192.1 16.0	27 385.7 5.9	33 220.0 7.3	228.6	295 218.5 64.8	191 209.9 42.0	224 235.8 49.2	39 216.7 8.6	271 239.8 59.6	44 141.9 9.7			64 256.0 14 1



Table 124 Q.9bb SEC.C What Cigar Brands, If Any, Does Flavorful Describe?

																=====	======	=====:	======	=====
			CING TE	NURE	(NOI	NG FREG	DNAL)	C	GAR BR	AND	US ADD I T	E IONAL				TRADI			REST- AURANT /CIGAR	
	TOTAL PRE-	OR	3-10	MORE		PER	PER	SMOKE	D MOST	OFTEN ====== ARTURO	TOBA PROD	CCO UCTS	=====		=====	-AL TOB- ACCO	ACCO	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL
										FUENTE							OUTLET			
Base: Total Who Were Asked The Question	100.0									100.0						120 100.0 55.8	36 100.0 16.7			26 100.0 12.1
Macanudo		46.0	45.9 45.9 44.1		21 43.8 20.6	15 46.9 14.7			4 44.4 3.9		38 44.2 37.3			45 46.9 44.1		66 55.0 64.7	12 33.3 11.8	3 21.4 2.9		13 50.0 12.7
Arturo Fuente			39 39.8 49.4					12 29.3 15.2			32 37.2 40.5			39 40.6 49.4	4 20.0 5.1		9 25.0 11.4	2 14.3 2.5		11 42.3 13.9
Partagas	67 31.2 100.0				15 31.3 22.4	10 31.3 14.9		15 36.6 22.4	5 55.6 7.5		25 29.1 37.3				20.0 6.0	41 34.2 61.2	6 16.7 9.0	-		13 50.0 19.4
Cohiba						11 34.4 15.5				8 53.3 11.3	28 32.6 39.4				2 10.0 2.8	47 39.2 66.2	7 19.4 9.9	2 14.3 2.8	50.0	9 34.6 12.7
Avo	26 12.1 100.0	14.0	9.2 34.6		8 16.7 30.8	4 12.5 15.4	3 10.7 11.5	2 4.9 7.7	2 22.2 7.7	4 26.7 15.4	6 7.0 23.1		10 10.1 38.5		1 5.0 3.8	17 14.2 65.4	3 8.3 11.5	1 7.1 3.8		4 15.4 15.4
Ashton		12 24.0 34.3						6 14.6 17.1	2 22.2 5.7		13 15.1 37.1			16.7 45.7	1 5.0 2.9	26 21.7 74.3	3 8.3 8.6	-		5 19.2 14.3
Davidoff		18.0	19.4			7 21.9 16.7		7 17.1 16.7			13 15.1 31.0					30 25.0 71.4	4 11.1 9.5	7.1 2.4		5 19.2 11.9

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Custom
Research
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Research
Research

Table 124 Q.9bb SEC.C What Cigar Brands, If Any, Does Flavorful Describe?

																	AT I	MOST O	E CIGARS	
			KING T	ENURE	(NO	N-SEAS		r	IGAR B	DAND		SE TIONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT	
l	TOTAL PRE- MIUM	2 YEARS OR	3-10		1 OR LESS PER	2-3 PER	4+ PER	SMOK ===== MACA-	ED MOS ===== PART-	T OFTEN ====== ARTURO FUENTE	TOB. PRO	ACCO DUCTS	=====	OF SM	=====	ACCO	TOB- ACCO	VENI- ENCE/ DIS-	SPORT CLUB/	MAIL
:	====	====	=====	=====						=====			=====	33-54	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Who Were Asked The Question	215 100.0 100.0	50 100.0 23.3	98 100.0 45.6	67 100.0 31.2	48 100.0 22.3	32 100.0 14.9	100.0	41 100.0 19.1	9 100.0 4.2	100.0	86 100.0 40.0		99 100.0 46.0	100.0		120 100.0 55.8	36 100.0 16.7	14 100.0 6.5		26 100.0 12.1
	56 26.0 100.0	12.0					10 35.7 17.9		2 22.2 3.6			29 22.5 51.8			5 25.0 8.9	36 30.0 64.3	4 11.1 7.1	3 21.4 5.4	2 50.0 3.6	
	63 29.3 100.0				13 27.1 20.6		10 35.7 15.9		1 11.1 1.6			36 27.9 57.1		34 35.4 54.0	20.0 6.3	40 33.3 63.5	6 16.7 9.5	3 21.4 4.8	2 50.0 3.2	
Temple Hall Estates	17 7.9 100.0	8.0 23.5	8 8.2 47.1		6 12.5 3 5.3	1 3.1 5.9	2 7.1 11.8		1 11.1 5.9		9 10.5 52.9			7 7.3 41.2	1 5.0 5.9	8 6.7 47.1		2 14.3 11.8		3 11.5 17.6
	38 17.7 100.0		16.3 42.1	12 17.9 31.6	10 20.8 26.3	6 18.8 15.8	4 14.3 10.5	2 4.9 5.3	- - -	- - -		19 14.7 50.0			7 35.0 18.4	10 8.3 26.3		6 42.9 15.8		7 26.9 18.4
Sigma 2 1	596 277.2 100.0	125 250.0 21.0	270 275.5 45.3	201 300.0 33.7	127 264.6 21.3	90 281.3 15.1	85 303.6 14.3	115 280.5 19.3	27 300.0 4.5	51 340.0 8.6	237 275.6 39.8		262 264.6 44.0	292 304.2 49.0	42 210.0 7.0	310.8	68 188.9 11.4	23 164.3 3.9		86 330.8 14.4



Table 125 Q.9bc SEC.C What Cigar Brands, If Any, Does Long Lasting Describe?

> STORE PURCHASE CIGARS AT MOST OFTEN

																	A A	1031 01		
			CING TE	NURE	(NO	NG FREG N-SEASC	NAL)	CI	GAR BR	AND	US ADDIT					TRADI		DRUG/ GRO- CERY/		
	TOTAL	2 YEARS		11 OR	1 OR			SMOKE	D MOST	OFTEN	TOBA	CCO	AGE	OF SMC	KER	-AL	TOB-	VENI- ENCE/	BAR/	
	PRE- MIUM		YEARS		WEEK	WEEK	WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET	COUNT		ORDER
Base: Total Who Were Asked The Question	100.0	100.0	100.0			29 100.0 13.3				18 100.0 8.3	76 100.0 34.9					132 100.0 60.6	29 100.0 13.3	11 100.0 5.0		27 100.0 12.4
Macanudo	77 35.3 100.0	32.8				24.1		17 45.9 22.1			29 38.2 37.7			35 34.3 45.5	6 30.0 7.8	49 37.1 63.6		4 36.4 5.2		10 37.0 13.0
Arturo Fuente	68 31.2 100.0	31.0	32.7			24.1	36.8	6 16.2 8.8			23 30.3 33.8						9 31.0 13.2			10 37.0 14.7
Partagas	50 22.9 100.0	19.0	22.1	28.6		7 24.1 14.0	26.3	6 16.2 12.0			17 22.4 34.0	23.2				23.5		9.1	2 50.0 4.0	29.6
Cohiba	65 29.8 100.0	31.0	27.9	32.1	27.1	9 31.0 13.8	34.2		12.5		20 26.3 30.8					40 30.3 61.5	20.7	45.5		29.6
Avo	26 11.9 100.0	12.1		14.3	18.6		10.5	5 13.5 19.2	-	11.1		16 11.3 61.5			4 20.0 15.4		17.2		25.0	4 14.8 15.4
Ashton	38 17.4 100.0	15.5	17 16.3 44.7	21.4	16.9	13.8		6 16.2 15.8	37.5	5.6	11 14.5 28.9					26 19.7 68.4	13.8			5 18.5 13.2
Davidoff		13.8	22.1	26.8	20.3	4 13.8 8.7	21.1		12.5	16.7	15 19.7 32.6					30 22.7 65.2	13.8	27.3	75.0	5 18.5 10.9

STORE PURCHASE CIGARS

Table 125 Q.9bc SEC.C What Cigar Brands, If Any, Does Long Lasting Describe?

AT MOST OFTEN ------DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ **PRODUCTS** AGE OF SMOKER TOB-TOB-ENCE/ SPORT OR 3-10 MORE PER PER PER MACA- PART- ARTURO ======== #====== ACCO DIS- CLUB/ MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT TENER DESCRIPTION OF THE COURT COURT COURT COURT OF THE COURT COUR Base: Total Who Were Asked The 218 58 56 29 38 37 76 142 95 102 20 132 29 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 27 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 26.6 47.7 25.7 27.1 13.3 17.4 17.0 3.7 8.3 34.9 65.1 43.6 46.8 9.2 60.6 13.3 1.8 12.4 Hoyo de Monterrey 57 17 13 6 16 41 25 26 37 10.3 31.7 32.1 28.8 27.6 34.2 18.9 33.3 21.1 28.9 26.3 25.5 50.0 25.0 28.0 24.1 18.2 50.0 25.9 100.0 10.5 57.9 31.6 14.0 22.8 29.8 12.3 7.0 10.5 28.1 71.9 43.9 45.6 8.8 64.9 12.3 50 11 27 12 14 13 37 23 23 7 22.9 19.0 26.0 23.7 13.8 28.9 16.2 12.5 16.7 17.1 26.1 24.2 22.5 15.0 22.0 31.0 18.2 25.9 22.0 54.0 24.0 28.0 8.0 22.0 12.0 2.0 6.0 26.0 74.0 46.0 6.0 46.0 58.0 18.0 14.0 Temple Hall Estates 2 8 11 12 6 12.1 6.7 8.9 15.3 6.9 7.9 10.8 10.5 7.7 12.6 4.9 5.0 6.8 20.7 9.1 3.7 100.0 36.8 36.8 26.3 47.4 10.5 15.8 21.1 42.1 57.9 63.2 26.3 5.3 47.4 31.6 5.3 5.3 None/Don't know 16 25 15 16 7 23 34 23 28 6 32 26.1 27.6 24.0 28.6 25.4 37.9 18.4 18.9 16.7 30.3 23.9 24.2 27.5 24.2 30.0 37.9 36.4 14.8 28.1 43.9 28.1 26.3 19.3 12.3 12.3 5.3 40.4 59.6 40.4 49.1 10.5 56.1 19.3

153

159

253.7 224.1 259.6 273.2 269.5 227.6 276.3 229.7 275.0

100.0 23.5 48.8 27.7 28.8 11.9 19.0 15.4 4.0

66

105

85

22

38

185

368

239

6.9 33.5 66.5 43.2 47.2 7.8 60.8

211.1 243.4 259.2 251.6 255.9 215.0 254.5

261

43

336

76

13.7

262.1 245.5

27

16

400.0 255.6

2.9 12.5

69

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Sigma

Question

Punch



Table 126 Q.9bd SEC.C What Cigar Brands, If Any, Does A Quality Brand Describe?

STORE PURCHASE CIGARS
AT MOST OFTEN

	TOTAL PRE- MIUM	2 YEARS OR	3-10	ENURE	(NON ====== 1 OR LESS PER	2-3 PER	ONAL) ====== 4+ PER	SMOKE	PART-	RAND OFTEN EXTENTE ARTURO FUENTE	TOBA PROD	IONAL ACCO OUCTS	=====		OKER	ACCO	TOB- ACCO OUTLET	CON- VENI- ENCE/ DIS-	AURANT /CIGAR BAR/ SPORT CLUB/	MAIL ORDER
																	=====		=====	
Base: Total Who Were Asked The Question		100.0		65 100.0 33.2	47 100.0 24.0				6 100.0 3.1	12 100.0 6.1	67 100.0 34.2			90 100.0 45.9		115 100.0 58.7	28 100.0 14.3	15 100.0 7.7		25 100.0 12.8
Macanudo	103 52.6 100.0	44.0	60.5						3 50.0 2.9		32 47.8 31.1			45 50.0 43.7			16 57.1 15.5	4 26.7 3.9		11 44.0 10.7
Arturo Fuente	80 40.8 100.0	32.0	49.4								22 32.8 27.5		38 44.2 47.5	38 42.2 47.5	4 20.0 5.0	49 42.6 61.3	10 35.7 12.5	4 26.7 5.0	2 66.7 2.5	40.0
Partagas	64 32.7 100.0	32.0	32.1	33.8	29.8		8 33.3 12.5		4 66.7 6.3		22 32.8 34.4					45 39.1 70.3	5 17.9 7.8			-
Cohiba	75 38.3 100.0	40.0	38.3			33.3	9 37.5 12.0		1 16.7 1.3		22 32.8 29.3	53 41.1 70.7	35 40.7 46.7	36 40.0 48.0		55 47.8 73.3			2 66.7 2.7	32.0
Avo	28 14.3 100.0	6.0	13.6		10.6		4 16.7 14.3		-		7 10.4 25.0	16.3				13.9	-	13.3 7.1		
Ashton	37 18.9 100.0	14.0		21.5	14.9		29.2	17.1	16.7		13.4			18.9			14.3		1 33.3 2.7	
Davidoff	53 27.0 100.0	24.0	23.5		27.7	29.2	7 29.2 13.2		33.3	33.3	18 26.9 34.0	27.1		28.9		37 32.2 69.8	14.3	20.0	33.3	_

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INPD 011456

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Research
Custom

STORE PURCHASE CIGARS

246.4 173.3

4.3

11.5

8.5 65.5

533.3 272.0

Table 126 Q.9bd SEC.C What Cigar Brands, If Any, Does A Quality Brand Describe?

AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 4+ **PRODUCTS** TOB-TOB-ENCE/ SPORT OR 3-10 MORE PER PER PER MACA- PART- ARTURO ======== ===== ACCO ACCO DIS- CLUB/ MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT Base: Total Who Were Asked The 196 65 24 41 6 12 67 129 20 115 28 15 25 Question 100.0 25.5 41.3 33.2 24.0 12.2 12.2 20.9 3.1 6.1 34.2 65.8 43.9 45.9 10.2 58.7 14.3 1.5 12.8 7.7 Hoyo de Monterrey 54 10 25 12 5 18 36 24 26 37 20.0 29.2 25.5 33.3 37.5 22.0 16.7 41.7 26.9 27.9 27.9 28.9 20.0 32.2 17.9 13.3 66.7 20.0 100.0 18.5 46.3 35.2 22.2 14.8 16.7 16.7 1.9 9.3 33.3 66.7 44.4 7.4 48.1 68.5 9.3 3.7 3.7 9.3 Punch 61 15 25 21 16 17 28 27 6 43 30.0 30.9 32.3 34.0 29.2 41.7 22.0 50.0 25.4 34.1 32.6 30.0 30.0 37.4 14.3 20.0 66.7 24.6 41.0 34.4 26.2 11.5 16.4 14.8 9.8 27.9 72.1 45.9 70.5 44.3 9.8 6.6 3.3 9.8 Temple Hall Estates 21 3 2 12 10 10 13 5 10.7 4.0 11.1 15.4 12.8 12.5 9.8 8.3 9.3 11.6 11.1 8.3 13.4 5.0 11.3 17.9 33.3 4.0 9.5 47.6 28.6 14.3 9.5 19.0 4.8 42.9 57.1 47.6 47.6 4.8 61.9 23.8 4.8 4.8 None/Don't know 6 10 8 4 2 12 12 9 10 5 12.2 12.0 12.3 12.3 10.6 16.7 4.2 9.8 16.7 17.9 9.3 10.5 11.1 25.0 5.2 21.4 20.0 100.0 25.0 41.7 33.3 20.8 16.7 4.2 16.7 8.3 50.0 50.0 37.5 41.7 20.8 25.0 25.0 16.7 20.8 Sigma 129 261 210 83 114 16 48 188 412 268 281 393 69 26 16 68 306.1 258.0 322.2 323.1 289.4 333.3 345.8 278.0 266.7 400.0 280.6 319.4 311.6 312.2 255.0 341.7

100.0 21.5 43.5 35.0 22.7 13.3 13.8 19.0 2.7

Under Protective Order INPD 011457 CONFIDENTIAL 8.0 31.3 68.7 44.7 46.8



Table 127 Q.9be SEC.C What Cigar Brands, If Any, Does Fresh Describe?

																=====	:=====		:=== == :	
			KING T		(NO	IG FREG	(JANC				US					TRADI			REST- AURANT /CIGAR	
	TOTAL PRE-	2 YEARS OR		11 OR	1 OR	2-3 PER	4+ PER	SMOK	=====	RAND FOFTEN EEEEEEE ARTURO	TOB/ PROD	OUCTS		OF SMC			TOB- ACCO	VENI- ENCE/	BAR/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES						OUTLET			
Base: Total Who Were Asked The Question		100.0	100.0	49 100.0 26.3			100.0	32 100.0 17.2	100.0		100.0	100.0	77 100.0 41.4			100 100.0 53.8	33 100.0 17.7	100.0		25 100.0 13.4
Macanudo	81 43.5 100.0		48.8	42.9			44.8	19 59.4 23.5	33.3				32 41.6 39.5		4 36.4 4.9	49.0 60.5		41.7		10 40.0 12.3
Arturo Fuente	67 36.0 100.0		39.5	24.5	32.7	40.0	31.0 13.4	34.4	66.7	50.0	36.5	35.7	32 41.6 47.8			48.0 71.6	18.2	8.3		8 32.0 11.9
Partagas	54 29.0 100.0	23.5	30.2	32.7	28.6	25.0	31.0		66.7	30.0	31.1			28 29.2 51.9	36.4	37.0 68.5	9.1	8.3	-	7 28.0 13.0
Cohiba	61 32.8 100.0	29.4		34.7		30.0	9 31.0 31.8	40.6		30.0 4.9	32.4	33.0	29.9	34 35.4 55.7	27.3	40.0	18.2	16.7	-	7 28.0 11.5
Avo	32 17.2 100.0	13.7		3 16.3	14.3		4 13.8 12.5		-	30.0 9.4	20.3		19.5		18.2	22.0 22.8 68.8	9.1	-		4 16.0 12.5
Ashton	41 22.0 100.0	19.6	23.3	3 22.4	20.4	15.0	20.7	34.4	33.3	30.0	23.0 41.5	21.4	24.7	19.8	18.2	28.0 28.3 68.3	9.1		- - -	24.0 14.6
Davidoff		7 23.5	5 25.6		28.6	20.0		. 8 3 25.0 18.2) -		27.0	24 21.4 54.5	29.9		27.3		9.1	8.3		3 12.0 6.8

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Custom Research Custom Research PD Custom PD Cus

Table 127 Q.9be SEC.C What Cigar Brands, If Any, Does Fresh Describe?

														=====	======	=====	======	=====
			SMOKI	NG FRE	OUENCY											DRUG/		
	SMOKI	NG TENUR		N-SEAS					1.19	SE				T0.40.1			REST-	
	======	=======				С	IGAR B	RAND	_	TIONAL				TRADI			AURANT	
	2		1 OR				_	T OFTEN		ACCO				-AL		VENI-	/CIGAR	
	YEARS		OR LESS	2-3	4+			======		DUCTS	AGE	OF SM	OKER	TOB-	TOB-		SPORT	
PRE-		-10 MOR		PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO		CLUB/	MAIL
MIUM		EARS YEA				NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOD	OUTLET	COLINIT		
	= =	==== ===	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base: Total Who Were Asked The 186	51	86	9 49	20	29	32	7	10	7/	440								
		00.0 100		100.0	100 0	າກກຸກ	100 0	100 0	74	112	77	96	11	100	33		1	25
100.0	27.4	46.2 26	3 26.3	10.8	15.6	17.2	1.6	5.4	30.0	60.0	/100.0	51 4	100.0	100.0	100.0			100.0
								,,,,	37.0	00.2	41.4	51.0	3.9	ه.در	17.7	6.5	0.5	13.4
Hoyo de Monterrey 48	12		5 14			9	2	3	24	24	21	21	5	36	4	1	_	4
25.8	23.5	24.4 30.	6 28.6	20.0	24.1				32.4	21.4	27.3	21.9	45.5	36.0	12.1	8.3		16.0
100.0	25.0	43.8 31.	3 29.2	8.3	14.6	18.8	4.2	6.3	50.0	50.0	43.8	43.8	10.4	75.0	8.3	2.1		8.3
Punch 56	15	29	2 14	7	12	10	-	,	٠.,									
		33.7 24.		35 n	41 6	71 Z	2 66 7	40.0	24	32	19	33	3	38	4	2	-	6
100.0	26.8	51.8 21.	4 25.0	12.5	21.4	17 0	3.6	7 1	32.4 42.0	57.1	24.7	34.4	27.3			16.7		24.0
				,,,,	2114	,	3.0		46.7	27.1	33.9	20.9	5.4	67.9	7.1	3.6	-	10.7
Temple Hall Estates 28	10		6 6		4	9	-	1	13	15	13	12	2	18	3	1	_	3
15.1	19.6	14.0 12.	2 12.2	10.0			-	10.0	17.6	13.4					9.1	8.3	-	12.0
100.0	35.7	42.9 21.	4 21.4	7.1	14.3	32.1	-	3.6	46.4	53.6		42.9			10.7	3.6		10.7
None/Don't know 55	14	23 1	8 16	7	-	-		_										
		26.7 36.			7	7	-	2	22	33	23	27	5	21	16	6	-	7
100.0	25.5	41.8 32.	7 29 1	12.7	12.7	10.7	-	20.0	29.7	29.5						50.0		28.0
	23.3	52.		12.7	12.1	12.7	-	3.0	40.0	60.0	41.8	49.1	9.1	38.2	29.1	10.9	-	12.7
Sigma 567		275 14				113	10	34	248	319	241	278	37	369	62	20	4	45
304.8	286.3 31	19.8 298.	0 298.0	280.0	289.7	353.1	333.3	340.0	335.1	284.8	313.0	289.6	336.4	369 n	187.9	20 166.7	100.0	65 260 0
100.0	25.7 4	48.5 25.	7 25.7	9.9	14.8	19.9	1.8	6.0	43.7	56.3	42.5	49.0	6.5	65.1	10.9	3.5		11.5



Table 128 Q.9bf SEC.C What Cigar Brands, If Any, Does A Good Value Describe?

STORE PURCHASE CIGARS
AT MOST OFTEN

																=====	======	======		
			KING TI	ENURE		I-SEAS	ONAL)	6	IGAR BF	AND	US	SE TIONAL				TRADI -TION		•	REST- AURANT /CIGAR	
	TOTAL PRE-	2 YEARS OR	3-10	11 OR	1 OR LESS	2-3 PER	4+ PER	SMOKI	ED MOST	OFTEN ARTURO	TOB <i>A</i> PROD	ACCO DUCTS		OF SMC		-AL TOB-	TOB- ACCO	VENI- ENCE/		MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET		EVENT	ORDER
Base: Total Who Were Asked The Question		100.0	100.0	54 100.0 27.4				34 100.0 17.3		12 100.0 6.1	72 100.0 36.5	100.0			18 100.0 9.1		35 100.0 17.8	13 100.0 6.6	-	22 100.0 11.2
Macanudo	68 34.5 100.0	18 31.6 26.5	32 37.2 47.1	33.3	15 31.9 22.1	11 42.3 16.2		61.8			28 38.9 41.2					45 40.9 66.2	12 34.3 17.6	5 38.5 7.4		3 13.6 4.4
Arturo Fuente	36 18.3 100.0	12.3	19 22.1 52.8	18.5			3 10.0 8.3				17 23.6 47.2						3 8.6 8.3	15.4	-	-
Partagas	29 14.7 100.0	10.5	14.0	20.4		7 26.9 24.1	1 3.3 3.4		57.1		18.1						3 8.6 10.3	-	- - -	1 4.5 3.4
Cohiba	18 9.1 100.0	7.0		11.1	10.6		4 13.3 22.2	8.8	-	_	11.1	10 8.0 55.6		10.1			-	1 7.7 5.6	•	1 4.5 5.6
Avo	7 3.6 100.0	5.3	2.3	3.7	2.1	2 7.7 28.6	-	-	-			3.2	1.3 14.3				2.9	-	-	1 4.5 14.3
Ashton	21 10.7 100.0	14.0	12.8	3.7	6.4	15.4	16.7	11.8	14.3		8.3	15 12.0 71.4	12.7	10.1	5.6	11.8	5.7	15.4	-	9.1 9.5
Davidoff	15 7.6 100.0	1.8	10 3 11.6 66.7	7.4	4.3 13.3	15.4		2.9	-		8 11.1 53.3	5.6		7 7.1 46.7	-	10 9.1 66.7	2.9	15.4 13.3	-	- - -

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RPD Custom

Table 128 Q.9bf SEC.C What Cigar Brands, If Any, Does A Good Value Describe?

																=====	======	=====	======	=====
			CING TI		(NO	N-SEAS					_	SE				TRADI			REST-	
PI	RE-	2 YEARS	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER WFFK	SMOK ===== MACA-	PART-	RAND T OFTEN ====== ARTURO FUENTE	TOBA PROI	TIONAL ACCO DUCTS	=====	OF SM	OKER ===== 55+		TOB- ACCO	CON- VENI- ENCE/ DIS-	/CIGAR BAR/ SPORT CLUB/	MAIL
=:										=====		=====	=====	30-04	>>+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER
Question 10	197 00.0 00.0	57 100.0 28.9	100.0	54 100.0 27.4	47 100.0 23.9	100.0	30 100.0 15.2	100_0	100.0	100.0	100.0	100.0	79 100.0 40.1	100.0	18 100.0 9.1	100.0	35 100.0 17.8		-	22 100.0 11.2
	32 16.2 00.0	5 8.8 15.6	18 20.9 56.3	9 16.7 28.1	9 19.1 28.1	5 19.2 15.6	4 13.3 12.5	4 11.8 12.5	14.3		15 20.8 46.9	17 13.6 53.1	14 17.7 43.8	16 16.2 50.0			3 8.6 9.4	2 15.4 6.3	-	3 13.6 9.4
Punch 2 10	47 23.9 00.0	9 15.8 19.1	25 29.1 53.2	13 24.1 27.7	11 23.4 23.4	8 30.8 17.0	8 26.7 17.0	14.7	42.9		22.2		19 24.1 40.4	26.3	11.1	33 30.0 70.2	3 8.6 6.4	2 15.4 4.3	-	6 27.3 12.8
	6 3.0 00.0	3 5.3 50.0	2.3 33.3	1 1.9 16.7	4.3 33.3	7.7 33.3		1 2.9 16.7				2 1.6 33.3	3.8 50.0		-		1 2.9 16.7	-	-	
. -	61 31.0 00.0		25 29.1 41.0	16 29.6 26.2	15 31.9 24.6		11 36.7 18.0	4 11.8 6.6	1 14.3 1.6	1 8.3 1.6	22 30.6 36.1		23 29.1 37.7	30 30.3 49.2	8 44.4 13.1		17 48.6 27.9	5 38.5 8.2		10 45.5 16.4
17	340 72.6 00.0	84 147.4 24.7	164 190.7 48.2	92 170.4 27.1	81 172.3 23.8	55 211.5 16.2	46 153.3 13.5	55 161.8 16.2	14 200.0 4.1		194.4	200 160.0 58.8	149 188.6 43.8	167 168.7 49.1	23 127.8 6.8	218 198.2 64.1		21 161.5 6.2		27 122.7 7.9



Table 129 Q.9bg SEC.C What Cigar Brands, 1f Any, Does For Serious Smokers Describe?

STORE PURCHASE CIGARS AT MOST OFTEN

			CING TE		(NO	NG FREC	ONAL)		GAR BE	RAND OFTEN	US ADD I T TOBA	IONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
	TOTAL	YEARS		11 OR	LESS	2-3	4+			======	PROD		AGE	OF SMC	KFR		TOB-		SPORT	
	PRE-	OR	3-10	MORE				MACA-	PART-	ARTURO							ACCO			MAIL
										FUENTE				35-54		SHOP	OUTLET	COUNT	EVENT	ORDER
	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base: Total Who Were Asked The Question	100.0	43 100.0 23.1				100.0		34 100.0 18.3	13 100.0 7.0	12 100.0 6.5	59 100.0 31.7						28 100.0 15.1	13 100.0 7.0		26 100.0 14.0
Macanudo	78	17	34	27	19	8	9	21	8	5	29	49	71	77	10	70	•	-	-	40
riacarido		39.5	_		41.3	_	-			-	49.2		31 /0.8	37 40.7	10 52.6	38 37.3	14 50.0	7 53.8	5 5	12
		21.8			24.4							62.8			12.8	48.7	17.9	9.0		46.2 15.4
			-310	34.0		10.3		20.7	10.5	0.4	3,	02.0	37.1	77,4	12.0	40.7	17.7	7.0	3.0	17.4
Arturo Fuente	77	15	40	22	15	11	9	15	7	8	25	52	27	42	8	42	11	5	3	12
	41.4	34.9	47.6	37.3	32.6	47.8	36.0	44.1	53.8	66.7	42.4	40.9	35.5	46.2	42.1	41.2	39.3	38.5	50.0	46.2
	100.0	19.5	51.9	28.6	19.5	14.3	11.7	19.5	9.1	10.4	32.5	67.5	35.1	54.5	10.4	54.5	14.3	6.5	3.9	15.6
Partagas	52		25	20		9	9	9	6	6	17	35	15	32	5	29	4	4	2	11
		16.3							46.2		28.8			35.2		28.4	14.3			42.3
	100.0	13.5	48.1	38.5	21.2	17.3	17.3	17.3	11.5	11.5	32.7	67.3	28.8	61.5	9.6	55.8	7.7	7.7	3.8	21.2
Cohiba	79	16	-	29	18	12		14	7	8	21	58	24	47	8	43	7	6	3	18
		37.2				52.2					35.6									69.2
	100.0	20.3	43.0	36.7	22.8	15.2	17.7	17.7	8.9	10.1	26.6	. 73.4	30.4	59.5	10.1	54.4	8.9	7.6	3.8	22.8
Avo	25	4		10	5	2	6	4	3	5	5	20	5	17	3	14	2	3	1	5
	13.4		13.1					11.8		41.7		15.7		18.7				23.1		19.2
	100.0	16.0	44.0	40.0	20.0	8.0	24.0	16.0	12.0	20.0	20.0	80.0	20.0	68.0	12.0	56.0	8.0	12.0	4.0	20.0
Ashton	35	5	19	11	9	3	8	6	3	4	11	24	14	18	3	18	4	3	3	7
		11.6				13.0					18.6							23.1	50.0	-
	100.0	14.3	54.3	31.4	25.7	8.6	22.9		8.6		31.4				8.6	51.4	11.4	8.6	8.6	
						_		_												
Davidoff	55 20.4		24	21	15	70 /	10	10	6	5	18	37	20	29	6	33	3	8	2	- 6
		23.3				30.4 12.7			46.2	41.7		29.1		31.9				61.5	33.3	
	.00.0	10.2	43.0	۵. ۵	د.، ی	16.1	10.2	10.2	10.9	7.1	32.7	01.3	30.4	52.1	10.9	00.0	5.5	14.5	5.6	10.9

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NPD Custom Research

Table 129 Q.9bg SEC.C What Cigar Brands, If Any, Does For Serious Smokers Describe?

STORE PURCHASE CIGARS AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI **CERY/ AURANT** CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 1 OR SMOKED MOST OFTEN TOBACCO -AL VENI - BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ **PRODUCTS** TOB- TOB-ENCE/ SPORT OR 3-10 MORE PER PER PER MACA- PART- ARTURO ======== ===== ACCO ACCO DIS- CLUB/ MIUM LESS YEARS YEARS WEEK WEEK NUDO AGAS FUENTE YES 18-34 35-54 55+ SHOP NO OUTLET COUNT EVENT Base: Total Who Were Asked The 59 46 23 25 12 127 76 91 102 28 6 26 Question 100.0 23.1 45.2 31.7 24.7 12.4 13.4 18.3 7.0 6.5 31.7 68.3 40.9 48.9 10.2 54.8 15.1 7.0 3.2 14.0 Hoyo de Monterrey 27 19 14 8 19 32 21 23 27.4 11.6 32.1 32.2 30.4 34.8 32.0 20.6 7.7 66.7 32.2 25.2 27.6 25.3 36.8 27.5 17.9 30.8 66.7 26.9 52.9 37.3 27.5 15.7 15.7 13.7 2.0 15.7 37.3 62.7 41.2 45.1 13.7 54.9 9.8 7.8 13.7 Punch 18 11 14 23 29 33 20.9 36.9 30.5 30.4 39.1 36.0 32.4 23.1 58.3 23.7 34.6 30.3 31.9 31.6 32.4 17.9 46.2 33.3 30.8 15.5 53.4 31.0 24.1 15.5 15.5 19.0 5.2 12.1 24.1 75.9 39.7 50.0 10.3 56.9 8.6 10.3 3.4 13.8 Temple Hall Estates 2 12 6 11 3 9 1 9.5 11.9 8.7 4.3 20.0 14.7 7.7 16.7 10.2 9.4 5.3 12.1 15.8 8.8 3.6 30.8 100.0 16.7 44.4 38.9 22.2 5.6 27.8 27.8 5.6 11.1 33.3 66.7 22.2 61.1 16.7 50.0 5.6 22.2 11.1 11.1 None/Don't know 33 16 8 10 3 22 17 11 17 17.7 20.9 19.0 13.6 21.7 13.0 20.0 8.8 8.3 18.6 17.3 22.4 12.1 26.3 25.0 16.7 23.1 15.4 100.0 27.3 48.5 24.2 30.3 9.1 15.2 3.0 33.3 66.7 51.5 33.3 9.1 15.2 51.5 - 12.1 Sigma 45 59 105 176 385 201 296 304 25 92 301.6 232.6 320.2 325.4 291.3 317.4 368.0 308.8 346.2 491.7 298.3 303.1 264.5 325.3 336.8 298.0 225.0 407.7 416.7 353.8

100.0 17.8 48.0 34.2 23.9 13.0 16.4 18.7 8.0

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10.5 31.4 68.6 35.8 52.8 11.4 54.2

11.2 9.4

4.5 16.4



Table 130
Q.9bh SEC.C What Cigar Brands, If Any, Does For Social Smokers Describe?

	TOTAL PRE- MIUM =====	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	(NON ====== 1 OR LESS PER WEEK	WEEK	ONAL) ===== 4+ PER WEEK	SMOKE ===== MACA- NUDO	PART- AGAS	AND OFTEN ====== ARTURO FUENTE ======	TOBA PROD ===== YES	E IONAL CCO OCTS =====	18-34	35-54	KER ===== 55+	ACCO SHOP	TOB- ACCO OUTLET	CON- VENI- ENCE/ DIS-	AURANT /CIGAR BAR/ SPORT CLUB/	MAIL ORDER
Base: Total Who Were Asked The Question	100.0	51 100.0 23.6				100.0		43 100.0 19.9	8 100.0 3.7	15 100.0 6.9	65 100.0 30.1	151 100.0 69.9	86 100.0 39.8	105 100.0 48.6	23 100.0 10.6	121 100.0 56.0	29 100.0 13.4	16 100.0 7.4		30 100.0 13.9
Macanudo	94 43.5 100.0	43.1	48 47.1 51.1	24 38.1 25.5				20 46.5 21.3	50.0 4.3	6 40.0 6.4	30 46.2 31.9		40 46.5 42.6	43 41.0 45.7	10 43.5 10.6		9 31.0 9.6	6 37.5 6.4		13 43.3 13.8
Arturo Fuente	56 25.9 100.0	21.6			13 22.8 23.2		5 18.5 8.9	9 20.9 16.1	3 37.5 5.4		21 32.3 37.5			23 21.9 41.1	7 30.4 12.5	34 28.1 60.7	4 13.8 7.1	3 18.8 5.4	3 100.0 5.4	9 30.0 16.1
Partagas	51 23.6 100.0	23.5				14.8			5 62.5 9.8	26.7 7.8					4 17.4 7.8		3 10.3 5.9	2 12.5 3.9		8 26.7 15.7
Cohiba	43 19.9 100.0	19.6						8 18.6 18.6	1 12.5 2.3				18 20.9 41.9		3 13.0 7.0	22 18.2 51.2	4 13.8 9.3	3 18.8 7.0		8 26.7 18.6
Avo	20 9.3 100.0	7.8		4 6.3 20.0		1 3.7 5.0	4 14.8 20.0	9.3 20.0	1 12.5 5.0	3 20.0 15.0	5 7.7 25.0	15 9.9 75.0	9.3 40.0	9 8.6 45.0	8.7 10.0	13 10.7 65.0	1 3.4 5.0	-		4 13.3 20.0
Ashton	30 13.9 100.0	9.8	15.7	9 14.3 30.0	12.3				3 37.5 10.0	4 26.7 13.3		25 16.6 83.3		17 16.2 56.7	2 8.7 6.7		2 6.9 6.7	-	3 100.0 10.0	9 30.0 30.0
Davidoff	32 14.8 100.0							5 11.6 15.6	25.0 6.3		7 10.8 21.9			17 16.2 53.1		17 14.0 53.1	3 10.3 9.4	2 12.5 6.3		5 16.7 15.6

STORE PURCHASE CIGARS

Table 130 Q.9bh SEC.C What Cigar Brands, If Any, Does For Social Smokers Describe?

																	AT N	MOST O	FTEN	
																=====	======	=====	======	=====
					CHOKI	ic Enc	OUTHOU											DRUG/		
		SMO	KING T	EMILDE		VG FRE	QUENCY											GRO-		
				=====				_				SE				TRADI			AURANT	
		2			1 OR				IGAR B			TIONAL				-TION			/CIGAR	
	TOTAL	YEARS		11 OP	LESS	2.3	4+			T OFTEN		ACCO				-AL		VENI -	•	
	PRE-		3-10	MORE		PER	PER					DUCTS	AGE	OF SM	OKER	TOB-	TOB-		SPORT	
	MIUM			YEARS		WEEK		MACA-	ACAC	ARTURO FUENTE							ACCO			MAIL
	=====									=====	YES	NO	10-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
													=====	=====	=====	=====	======	=====	=====	=====
Base: Total Who Were Asked The	216	51	102	63	57	27	27	43	8	15	65	151	86	105	27	121	20		~	70
Question	100.0	100.0	100.0											105	100.0	121 100.0	29	16	3	30
	100.0	23.6	47.2	29.2	26.4	12.5	12.5	19 9	3.7		30.0	60.0	30.0	/0.0	10.6	100.0	100.0 13.4		100.0	
								.,,,	3.,	0.,	30.1	07.7	37.0	40.0	10.6	36.0	13.4	7.4	1.4	13.9
Hoyo de Monterrey	42	7	24	11	12	2	5	7	3	4	18	24	18	18	6	26	3	3	2	
	19.4	13.7	23.5	17.5	21.1		18.5					15.9			26.1		_	18.8	-	5
	100.0		57.1		28.6		11.9		7.1	9.5					14.3		7.1	7.1		16.7
										,.,	12.7	J	72.7	74.7	14.5	01.7	7.1	7.1	4.8	11.9
Punch	55	8	31	16	14	4	7	12	2	8	13	42	19	30	6	29	4	4	7	11
	25.5	15.7	30.4	25.4	24.6	14.8	25.9	27.9				27.8			26.1		13.8		100.0	
	100.0	14.5	56.4	29.1			12.7			14.5	23.6	76.4	34.5	54.5	10.9	52.7	7.3	7.3	5.5	
													3113	34.5	10.7	JL.1	7.3	,	ر. ر	20.0
Temple Hall Estates	18	1	13	4	7	-	2	4	1	3	4	14	7	9	2	10	2	1	. ,	3
	8.3	2.0	12.7	6.3	12.3	~	7.4	9.3	12.5	20.0			8.1	8.6	8.7	8.3	6.9	6.3	66.7	-
	100.0	5.6	72.2	22.2	38.9		11.1			16.7	22.2		38.9	50.0	11.1	55.6	11.1	5.6	11.1	
																		,,,		
None/Don't know	61	15	25	21	18	8	8	12	-	2	18	43	21	31	9	30	14	6	-	8
	28.2			33.3			29.6	27.9	-	13.3	27.7	28.5	24.4		39.1		48.3	_	_	26.7
	100.0	24.6	41.0	34.4	29.5	13.1	13.1	19.7	-	3.3	29.5				14.8	49.2	23.0	9.8		13.1
Sigma	502	100	271	131	144	42	62	98	25	49	146	356	202	245	53	281	49	30	26	83
		196.1	265.7	207.9	252.6	155.6	229.6	227.9	312.5	326.7							169.0	187.5	866.7	276.7
	100.0	19.9	54.0	26.1	28.7	8.4	12.4	19.5	5.0	9.8	29.1	70.9	40.2	48.8	10.6	56.0	9.8	6.0	5.2	16.5



Table 131
Q.9bi SEC.C What Cigar Brands, If Any, Does Trendy Describe?

																=====		=====		=====
			KING T		(NO	IG FREG	DNAL)		CAR D	A A N D	US					TRADI		-	AURANT	
	TOTAL PRE-	2 YEARS OR	3-10	11 OR	1 OR LESS	2-3 PER	4+	SMOK	=====	CAND COFTEN COFTEN CARTURO	TOBA PROD	OUCTS		OF SMC		-TION -AL TOB-	TOB- ACCO	VENI- ENCE/	•	MATI
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Who Were Asked The Question		100.0		63 100.0 31.7				49 100.0 24.6			75 100.0 37.7					117 100.0 58.8	31 100.0 15.6	11 100.0 5.5		23 100.0 11.6
Macanudo	62 31.2 100.0	35.4	34.1	23.8	16 31.4 25.8	10 43.5 16.1	6 22.2 9.7			5 35.7 8.1		37 29.8 59.7	33 37.9 53.2	25 26.0 40.3	4 26.7 6.5	38 32.5 61.3		2 18.2 3.2	100.0	7 30.4 11.3
Arturo Fuente	40 20.1 100.0	18.8		17.5			3 11.1 7.5		-	7.1	18 24.0 45.0		20 23.0 50.0	19 19.8 47.5	1 6.7 2.5	23 19.7 57.5	19.4	2 18.2 5.0	-	5 21.7 12.5
Partagas	32 16.1 100.0	12.5	14.8	20.6		4 17.4 12.5					15 20.0 46.9		16 18.4 50.0	12 12.5 37.5			12.9		50.0	4 17.4 12.5
Cohiba	60 30.2 100.0	35.4	27.3	30.2	18 35.3 30.0		9 33.3 15.0			50.0	22.7	43 34.7 71.7			3 20.0 5.0	28.2	22.6	36.4	1 50.0 1.7	
Avo	16 8.0 100.0	4.2	6.8				3 11.1 18.8		-	1 7.1 6.3	2 2.7 12.5		5 5.7 31.3	9 9.4 56.3	2 13.3 12.5	8.5	6.5	9.1 6.3	-	2 8.7 12.5
Ashton	22 11.1 100.0	10.4	12.5	9.5	15.7		4 14.8 18.2		-		8.0 27.3		11 12.6 50.0	9 9.4 40.9	13.3 9.1		19.4	-		
Davidoff C		14.6					4 14.8 11.1		16.7		11 14.7 30.6		14 16.1 38.9	20 20.8 55.6		22 18.8 61.1	-	2 18.2 5.6		4 17.4 11.1

Table 131 Q.9bi SEC.C What Cigar Brands, If Any, Does Trendy Describe?

															=====	======	=====	======	=====
																	DRUG/		
				SMOKI	NG FRE	QUENCY											GRO-	REST-	
	SMO	KING TI	ENURE	(NO	N-SEAS	ONAL)				U:	SE				TRADI			AURANT	
	=====	=====	=====	=====	=====	=====	C	IGAR B	RAND	ADD I	TIONAL				-TION		-	/CIGAR	
	2			1 OR					TOFTEN	TOBA					-AL		VENI-	-	
TOTAL	YEARS		11 OR		2-3	4+			======		DUCTS	ACE	OF SM	OVED		TOD			
PRE-	OR	3-10	MORE		PER	PER			ARTURO			AGE	OF 5M	UKEK	TOB-	TOB-	-	SPORT	
MIUM			YEARS				MUDO	ACAC	FUENTE	VEC						ACCO	-	CLUB/	MAIL
====			=====		WLLK	WLLK			FUENTE			18-34	30-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
								=====	======	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base: Total Who Were Asked The 199	48	88	63	51	23	27	49	6	14	75	124	87	96	15	117	31	11	2	27
Question 100.0	100.0								100.0									400.0	23
100.0	24.1	44.2	31 7	25.6	11 6	13 6	2/. 6	7 N		37.7	62.3	/3.7	/0.0	7.5			100.0		100.0
100.0		****	31.7	27.0	11.0	13.0	24.0	3.0	7.0	37.7	02.3	43.7	48.2	7.5	58.8	15.6	5.5	1.0	11.6
Hoyo de Monterrey 25	4	11	10	10	2	2	6	-	1	8	17	12	12	1	15	3	1	1	2
12.6	8.3	12.5	15.9	19.6	8.7	7.4	12.2	-	7.1		13.7			6.7		9.7	9.1	50.0	8.7
100.0	16.0	44.0	40.0	40.0	8.0	8.0	24.0	-			68.0					12.0		4.0	8.0
												,0.0	40.0	4.0	00.0	12.0	4.0	4.0	0.0
Punch 35	9	16	10	10	1	7	7	-	2	7	28	20	13	2	23	3	3	1	3
17.6	18.8	18.2	15.9	19.6	4.3		-		14.3	-				-		_	27.3	50.0	_
100.0	25.7		28.6							20.0			37.1						
		721.	20.0	20.0	/	20.0	20.0		J.1	20.0	50.0	31.1	31.1	5.7	65.7	8.6	8.6	2.9	8.6
Temple Hall Estates 19	5	6	8	6	-	2	6	-	1	5	14	10	8	1	9	4	2	-	2
9.5	10.4	6.8	12.7	11.8	-	7.4	12.2	-	7.1	6.7	11.3	11.5	8.3	6.7	7.7		18.2	_	_ =
100.0	26.3	31.6	42.1	31.6	-	10.5	31.6	-			73.7		42.1	5.3		21.1			10.5
																	,013		
None/Don't know 56	11	25	20	10	7	9	13	2	2	25	31	17	34	5	30	10	5	-	6
28.1	22.9	28.4	31.7	19.6	30.4	33.3	26.5	33.3	14.3	33.3	25.0	19.5	35.4	33.3		32.3	45.5		26.1
100.0	19.6	44.6	35.7	17.9	12.5	16.1	23.2	3.6			55.4					17.9			10.7
											22.4	30.4		0.,	,,,,	11/	0.,		10.7
Sigma 403		176	135	121	39	52	96	7	26	139		184	191	27	232	60	27	6	44
202.5	191.7	200.0	214.3	237.3	169.6	192.6	195.9	116.7	185.7	185.3	212.9	211.5	199.0	180.0	198.3	193.5		300.0	
100.0	22.8	43.7	33.5	30.0	9.7	12.9	23.8	1.7			65.5						6.7		10.9



Table 132 Q.9bj SEC.C What Cigar Brands, If Any, Does Prestigious Describe?

STORE PURCHASE CIGARS AT MOST OFTEN

		2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	(NOM ====== 1 OR LESS PER WEEK	PER WEEK	ONAL) ===== 4+ PER WEEK	SMOKE ====== MACA- NUDO	PART- AGAS	OFTEN ARTURO	TOBA PROD =====	IONAL CCO UCTS =====	18-34	35-54	KER ===== 55+	ACCO SHOP	TOB- ACCO OUTLET	CON- VENI- ENCE/ DIS- COUNT	AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	ORDER
Base: Total Who Were Asked The Question	100.0	52 100.0 23.0			57 100.0 25.2	100.0	37 100.0 16.4		10 100.0 4.4	16 100.0 7.1		146 100.0 64.6		110 100.0 48.7	18 100.0 8.0		36 100.0 15.9	13 100.0 5.8	5 100.0 2.2	
Macanudo	74 32.7 100.0			25 37.3 33.8		9 36.0 12.2	9 24.3 12.2		4 40.0 5.4	3 18.8 4.1	33 41.3 44.6	41 28.1 55.4	32 33.3 43.2		22.2 5.4	42 32.3 56.8	13 36.1 17.6	4 30.8 5.4		8 30.8 10.8
Arturo Fuente	65 28.8 100.0							12 24.0 18.5	5 50.0 7.7	6 37.5 9.2	21 26.3 32.3	44 30.1 67.7		38 34.5 58.5	3 16.7 4.6		14 38.9 21.5	4 30.8 6.2		7 26.9 10.8
Partagas	45 19.9 100.0	15.4			7 12.3 15.6			13 26.0 28.9		25.0	15 18.8 33.3			30 27.3 66.7	22.2 8.9	27 20.8 60.0	4 11 ₋ 1 8.9	3 23.1 6.7		9 34.6 20.0
Cohiba	77 34.1 100.0	32.7	31.8		22.8	28.0	15 40.5 19.5		6 60.0 7.8		17 21.3 22.1	60 41.1 77.9			2 11.1 2.6		6 16.7 7.8	5 38.5 6.5	3 60.0 3.9	23.1
Avo	16 7.1 100.0						1 2.7 6.3	4 8.0 25.0	1 10.0 6.3		6 7.5 37.5	10 6.8 62.5	4.2 25.0	11 10.0 68.8	1 5.6 6.3	10 7.7 62.5	- - -	7.7 6.3		3 11.5 18.8
Ashton	22 9.7 100.0	3.8	11.2	11.9	5.3							17 11.6 77.3	9 9.4 40.9	12 10.9 54.5	5.6 4.5	13 10.0 59.1	1 2.8 4.5			4 15.4 18.2
Davidoff	51 22.6 100.0		21.5	29.9	19.3	16.0		14 28.0 27.5						27 24.5 52.9	4 22.2 7.8		4 11.1 7.8	2 15.4 3.9		8 30.8 15.7

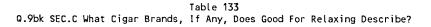
CONFIDENTIAL
Under Protective Order
INPD 011468

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Research
Custom

STORE PURCHASE CIGARS

Table 132 Q.9bj SEC.C What Cigar Brands, If Any, Does Prestigious Describe?

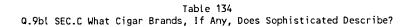
																		OST OF		
			CING TI	ENURE	(NOI	NG FREG	ONAL)		IGAR BE			TIONAL				TRADI		DRUG/ GRO- CERY/ CON-	REST- AURANT /CIGAR	
	TOTAL	YEARS		11 OR	1 OR LESS	2-3	4+			OFTEN	TOBA	ACCO DUCTS	ACE	OF SMO	חאבט	-AL TOB-	TOB-	VENI-		
	PRE-	OR	3-10	MORE		PER	PER			ARTURO			=====	OF 3MC	JKEK =====	ACCO	ACCO	ENCE/		MAIL
	MIUM			YEARS				NUDO	AGAS	FUENTE	YES	NO			55+		OUTLET			ORDER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base: Total Who Were Asked The Question	226	52 100.0	107	67	57	25	37	50	10	16	80		96	110	18	130	36	13	5	26
	100.0	23.0	47.3	29.6	25.2	11.1	16.4	22.1	4.4	100.0 7.1	35.4	64.6	42.5	48.7	8.0	100.0 57.5	100.0 15.9	100.0 5.8	100.0 2.2	100.0 11.5
Hoyo de Monterrey	33	5	15	13	10	2	5	8	1		15	18	10	19	4	17	4	3	2	
	14.6		14.0		17.5					-		12.3			22.2		11.1	_	_	15.4
	100.0	15.2	45.5	39.4	30.3	6.1	15.2	24.2	3.0	-	45.5	54.5	30.3	57.6	12.1	51.5	12.1	9.1	6.1	
Punch	30 13 3	8 15.4	13	9 13.4	6	2	7	8	1	2	7		14	15	_ 1	22	1	2	-	3
	100.0			30.0	20.0	8.0 6.7			10.0	6.7		15.8 76.7		13.6 50.0		16.9 73.3	2.8	15.4 6.7		11.5 10.0
Temple Hall Estates	42		,	-	,			_												.0.0
rempte hatt Estates	12 5.3	1.9	5.6	7 5	10.5	•	-	5 10.0	-	-	3.8	9 6.2	7	7 4	1	7	1	2	1	1
	100.0	8.3		41.7		-		41.7			25.0		7.3 58.3	3.6 33.3	5.6 8.3	5.4 58.3	8.3	15.4 16.7	20.0 8.3	3.8 8.3
None/Don't know	53	13	25	15	14	8	11	5	-	1	22	31	20	24	8	23	11	5	-	8
	23.5		23.4		24.6				-						44.4					30.8
	100.0	24.5	41.2	28.3	20.4	15.1	20.8	9.4	-	1.9	41.5	58.5	37.7	45.3	15.1	43.4	20.8	9.4	-	15.1
Sigma	478	89	222	167	114	49	76		25	38	158		182	261	33		59	32	18	61
		171.2								237.5									360.0	
	100.0	18.6	40.4	34.9	23.8	10.5	15.9	23.6	5.2	7.9	33.1	66.9	38.1	54.6	6.9	58.8	12.3	6.7	3.8	12.8



																======	======	=====	======	=====
			CING TE	NURE	(NO	NG FREG N-SEASC	ONAL)	CI	GAR BR	AND	US	E IONAL				TRADI		-	REST- AURANT /CIGAR	
	TOTAL PRE-	OR		11 OR MORE	PER	PER		SMOKE ===== MACA-	D MOST	OFTEN E===== ARTURO	TOBA PROD	CCO UCTS	=====		=====	-AL TOB- ACCO	TOB- ACCO	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL
										FUENTE				35-54 =====			OUTLET			ORDER
Base: Total Who Were Asked The Question	100.0		96 100.0 45.9			23 100.0 11.0			9 100.0 4.3	14 100.0 6.7	73 100.0 34.9					122 100.0 58.4	20 100.0 9.6			31 100.0 14.8
Macanudo		-	44 45.8 49.4		25 43.1 28.1	9 39.1 10.1	12 37.5 13.5	25 54.3 28.1	5 55.6 5.6	3 21.4 3.4		60 44.1 67.4		46 45.1 51.7		41.0	7 35.0 7.9	44.4	1 50.0 1.1	19 61.3 21.3
Arturo Fuente	78 37.3 100.0		40 41.7 51.3		20 34.5 25.6	8 34.8 10.3	12 37.5 15.4	13 28.3 16.7	6 66.7 7.7		24 32.9 30.8		33 38.4 42.3	39 38.2 50.0		49 40.2 62.8	7 35.0 9.0	4 22.2 5.1	1 50.0 1.3	14 45.2 17.9
Partagas	61 29.2 100.0		31 32.3 50.8	20 32.8 32.8	19 32.8 31.1	6 26.1 9.8	9 28.1 14.8		7 77.8 11.5	3 21.4 4.9	22 30.1 36.1	39 28.7 63.9	24 27.9 39.3	32 31.4 52.5	4 21.1 6.6	39 32.0 63.9	3 15.0 4.9	3 16.7 4.9	1 50.0 1.6	13 41.9 21.3
Cohiba	76 36.4 100.0		38 39.6 50.0		18 31.0 23.7	9 39.1 11.8			5 55.6 6.6	8 57.1 10.5		54 39.7 71.1		40 39.2 52.6	4 21.1 5.3	52 42.6 68.4	3 15.0 3.9	5 27.8 6.6	1 50.0 1.3	13 41.9 17.1
Avo	38 18.2 100.0	7.7 10.5	21 21.9 55.3					5 10.9 13.2	3 33.3 7.9	28.6 10.5	10 13.7 26.3	28 20.6 73.7	14 16.3 36.8	20 19.6 52.6	4 21.1 10.5	23 18.9 60.5	2 10.0 5.3	3 16.7 7.9		9 29.0 23.7
Ashton	58 27.8 100.0	19.2	32 33.3 55.2			5 21.7 8.6		11 23.9 19.0	5 55.6 8.6	3 21.4 5.2	15 20.5 25.9	43 31.6 74.1	24 27.9 41.4	30 29.4 51.7	21.1 6.9	40 32.8 69.0	10.0 3.4	16.7		11 35.5 19.0
Davidoff		19.2	33.3		19 32.8 33.3	6 26.1 10.5	7 21.9 12.3				20 27.4 35.1		28 32.6 49.1		4 21.1 7.0	38 31.1 66.7	4 20.0 7.0		- - -	7 22.6 12.3

Table 133
Q.9bk SEC.C What Cigar Brands, If Any, Does Good For Relaxing Describe?

																=====	======	=====	======	=====
			KING T		(NO	N-SEAS						SE				TRADI			REST- AURANT	
	TOTAL	2 Years			1 OR LESS	2-3	4+	SMOK	=====	T OFTEN	TOB. PRO	TIONAL ACCO DUCTS	AGE	OF SM	OKER	-TION -AL TOB-	тов-	VENI-	/CIGAR BAR/ SPORT	
	MIUM	LESS	YEARS	MORE YEARS	WEEK	PER WEEK =====	PER WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	CHUD	ACCO OUTLET	DIS-	CLUB/	00000
Base: Total Who Were Asked The Question	100.0		100.0	100.0	58 100.0 27.8	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	19 100.0 9.1	122 100.0 58.4	20 100.0 9.6	18 100.0 8.6		31 100.0 14.8
Hoyo de Monterrey	58 27.8 100.0	11 21.2 19.0	30 31.3 51.7	17 27.9 29.3	17 29.3 29.3	6 26.1 10.3	25.0	23.9	66.7	14.3	26.0		31.4	25.5	4 21.1 6.9	35 28.7 60.3		6 33.3 10.3		10 32.3 17.2
Punch	65 31.1 100.0		36 37.5 55.4	17 27.9 26.2	21 36.2 32.3	5 21.7 7.7	12 37.5 18.5	21.7	66.7	28.6	30.1	43 31.6 66.2	29.1	35 34.3 53.8	5 26.3 7.7			6 33.3 9.2		11 35.5 16.9
Temple Hall Estates	32 15.3 100.0	7.7	16.7 50.0	12 19.7 37.5	9 15.5 28.1	3 13.0 9.4	7 21.9 21.9	5 10.9 15.6	2 22.2 6.3		10 13.7 31.3	16.2	14.0	17 16.7 53.1	3 15.8 9.4	18 14.8 56.3		4 22.2 12.5		8 25.8 25.0
None/Don't know	47 22.5 100.0	30.8		14 23.0 29.8			9 28.1 19.1			-	14 19.2 29.8	33 24.3 70.2	19 22.1 40.4	20 19.6 42.6	8 42.1 17.0	18 14.8 38.3	6 30.0 12.8	5 27.8 10.6		9 29.0 19.1
Sigma	659 315.3 100.0	129 248.1 19.6	337 351.0 51.1	193 316.4 29.3	185 319.0 28.1	63 273.9 9.6	325.0	273.9	51 566.7 7.7	314.3	207 283.6 31.4	332.4	316.3	330 323.5 50.1	53 278.9 8.0	401 328.7 60.8	42 210.0 6.4	52 288.9 7.9		



	PRE- MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	(NON ====== 1 OR LESS PER WEEK	2-3 PER WEEK	ONAL) ====== 4+ PER WEEK	SMOKE ====== MACA- NUDO	PART- AGAS	RAND OFTEN ARTURO FUENTE	TOBA PROD ====== YES	TIONAL ACCO DUCTS NO	18-34	35-54	0KER ===== 55+	ACCO SHOP	TOB- ACCO OUTLET	CON- VENI- ENCE/ DIS- COUNT	AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Who Were Asked The Question	195	48 100.0	86 100.0	61 100.0	52 100.0	23 100.0	34	35 100.0	10	15	67 100.0	128	86 100.0	88 100.0	21 100.0	116 100.0	24	15 100.0	2 100.0	
Macanudo	66 33.8 100.0	25.0	38.4	34.4		9 39.1 13.6		14 40.0 21.2			23 34.3 34.8				7 33.3 10.6		5 20.8 7.6			8 30.8 12.1
Arturo Fuente	68 34.9 100.0	27.1	40.7	32.8	46.2	7 30.4 10.3		8 22.9 11.8			25 37.3 36.8			38 43.2 55.9	5 23.8 7.4			7 46.7 10.3	-	7 26.9 10.3
Partagas	39 20.0 100.0	12.5	22.1	23.0	21.2	4 17.4 10.3	7 20.6 17.9	20.0	50.0		13 19.4 33.3	26 20.3 66.7	14.0	25 28.4 64.1	2 9.5 5.1	22.4	8.3	20.0		7 26.9 17.9
Cohiba	63 32.3 100.0	31.3	33.7	31.1	36.5	7 30.4 11.1	11 32.4 17.5		40.0	60.0		45 35.2 71.4		33 37.5 52.4			12.5	40.0	50.0	8 30.8 12.7
Avo	9.7 9.7 100.0	7 2.1		13.1	1 1.9 5.3		8.8				6.0		4.7	13 14.8 68.4		13 11.2 68.4	-	2 13.3 10.5	-	4 15.4 21.1
Ashton	14.9 100.0	12.5	18.6	11.5			5 14.7 17.2		30.0	13.3	17.9	13.3	18.6		4.8		4.2			3 0 11.5 10.3
Davidoff	6: 31.: 100.:	3 22.9	33.7		32.7	30.4			60.0	66.7		35.2	32.6		28.6		12.5	46.7		

STORE PURCHASE CIGARS

Table 134
Q.9bl SEC.C What Cigar Brands, If Any, Does Sophisticated Describe?

																		MOST OI	TEN	
			KING T	ENURE	(NO	N-SEAS	QUENCY ONAL) ======		IGAR BI	RAND FOFTEN	US ADD I	TIONAL				TRADI -TION		DRUG/ GRO- CERY/ CON-	REST- AURANT /CIGAR	=====
	PRE- MIUM		YEARS	MORE YEARS	LESS PER WEEK	PER WEEK		MACA- NUDO	PART- AGAS	ARTURO FUENTE	PROI TES	OUCTS 	18-34	35-54	=== = = 55+	ACCO SHOP	TOB- ACCO OUTLET	COUNT	SPORT	MAIL ORDER
Base: Total Who Were Asked The Question		100.0	86 100.0 44.1	61 100.0 31.3	52 100.0 26.7	23 100.0 11.8	100.0	100.0	10 100.0 5.1	15 100.0 7.7	67 100.0 34.4	100.0	86 100.0 44.1	88 100.0 45.1	21 100.0 10.8	100.0	24 100.0 12.3	15 100.0 7.7		26 100.0 13.3
Hoyo de Monterrey		7 14.6 17.9				4 17.4 10.3	20.6	17.1	2 20.0 5.1	26.7 10.3	17.9	27 21.1 69.2	16 18.6 41.0	17 19.3 43.6	6 28.6 15.4	24 20.7 61.5	3 12.5 7.7			6 23.1 15.4
Punch	35 17.9 100.0	18.8	14 16.3 40.0	12 19.7 34.3			26.5		2 20.0 5.7			24 18.8 68.6	16.3	17 19.3 48.6	19.0	24 20.7 68.6	2 8.3 5.7			5 19.2 14.3
Temple Hall Estates	10 5.1 100.0	2.1		5 8.2 50.0		1 4.3 10.0		3 8.6 30.0			4 6.0 40.0	6 4.7 60.0		6.8 60.0	1 4.8 10.0	5 4.3 50.0	1 4.2 10.0	2 13.3 20.0		7.7 20.0
None/Don't know	52 26.7 100.0	33.3		17 27.9 32.7	12 23.1 23.1		10 29.4 19.2		1 10.0 1.9			29 22.7 55.8		19 21.6 36.5			12 50.0 23.1	26.7 7.7		9 34.6 17.3
Sigma	482 247.2 100.0		229 266.3 47.5	156 255.7 3 2.4	135 259.6 28.0	56 243.5 11.6	79 232.4 16.4	84 240.0 17.4	35 350.0 7.3	386.7	241.8	320 250.0 66.4	226.7	239 271.6 49.6	48 228.6 10.0	312 269.0 64.7	39 162.5 8.1	44 293.3 9.1	5 250.0 1.0	



Table 135 Q.1a SEC.D Agreement With Statements About Cigars - Cigar Smoking Is Not As Bad For Your Health As Is Cigarette Smoking -

STORE PURCHASE CIGARS
AT MOST OFTEN

																=====	======	=====		=====
			CING TE		(NO	NG FREG	ONAL)	C.	IGAR B	ZAND	US ADD 13	E IONAL				TRADI			REST- AURANT /CIGAR	
	TOTAL PRE-	2 YEARS OR		11 OR	1 OR		4+ PER	SMOKE	D MOS	OFTEN E===== ARTURO	TOB/ PROD	CCO OUCTS		OF SMC		-AL TOB-	TOB- ACCO	VENI-	•	MAIL
	MIUM =====	LESS								FUENTE				35-54 ====			OUTLET			ORDER
Base: Total Answering	235 100.0 100.0				65 100.0 27.7	28 100.0 11.9	34 100.0 14.5	43 100.0 18.3	9 100.0 3.8	16 100.0 6.8		153 100.0 65.1		110 100.0 46.8	22 100.0 9.4		33 100.0 14.0	12 100.0 5.1	4 100.0 1.7	31 100.0 13.2
Agree Strongly/Somewhat (Net)	123 52.3 100.0				31 47.7 25.2					10 62.5 8.1	36 43.9 29.3	87 56.9 70.7	56 54.9 45.5	52 47.3 42.3	15 68.2 12.2	68 51.1 55.3	14 42.4 11.4	11 91.7 8.9	1 25.0 0.8	
Agree Strongly (4)	44 18.7 100.0					7 25.0 15.9	9 26.5 20.5	7.0 6.8		6 37.5 13.6	18 22.0 40.9	26 17.0 59.1	13 12.7 29.5	23 20.9 52.3	8 36.4 18.2		4 12.1 9.1	1 8.3 2.3		10 32.3 22.7
Agree Somewhat (3)	79 33.6 100.0	31.5			23 35.4 29.1	10 35.7 12.7	12 35.3 15.2		1 11.1 1.3	4 25.0 5.1	18 22.0 22.8	61 39.9 77.2	43 42.2 54.4	29 26.4 36.7	7 31.8 8.9		10 30.3 12.7		1 25.0 1.3	
Disagree Strongly/Somewhat (Net)	103 43.8 100.0	51.9			33 50.8 32.0	9 32.1 8.7	12 35.3 11.7		4 44.4 3.9	4 25.0 3.9	43 52.4 41.7		43 42.2 41.7		6 27.3 5.8		19 57.6 18.4	8.3	2 50.0 1.9	
Disagree Somewhat (2)	55 23.4 100.0	33.3				7.1 3.6			33.3 5.5	2 12.5 3.6	22 26.8 40.0	33 21.6 60.0		30 27.3 54.5	1 4.5 1.8		9 27.3 16.4		- - -	
Disagree Strongly (1)	48 20.4 100.0	18.5							1 11.1 2.1	2 12.5 4.2		27 17.6 56.3					10 30.3 20.8	8.3	50.0 4.2	19.4
Don't know	9 3.8 100.0			2.9	1 1.5 11.1	2 7.1 22.2	1 2.9 11.1	1 2.3 11.1	-	,	3 3.7 33.3	6 3.9 66.7	3 2.9 33.3	5 4.5 55.6	1 4.5 11.1	6 4.5 66.7		-	1 25.0 11.1	1 3.2 11.1

Table 135
Q.1a SEC.D Agreement With Statements About Cigars
- Cigar Smoking Is Not As Bad For Your Health As Is Cigarette Smoking -

																	STORE P AT	MOST O		S
	TOTAL PRE-	2	KING T =====	11 OR	(NO ===== 1 OR LESS	N-SEAS =====	QUENCY ONAL) ====== 4+ PER	C SMOK	=====	RAND T OFTEN ====== ARTURO	ADD I TOBA	SE TIONAL ACCO DUCTS	AGE	OF SMO	OKER	TRADI -TION -AL TOB-		DRUG/ GRO- CERY/ CON- VENI- ENCE/	REST- AURANT /CIGAR BAR/ SPORT CLUB/	
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS					35-54 =====	55+		OUTLET			MAIL ORDER
Base: Total Answering	235 100.0 100.0	54 100.0 23.0	100.0		100.0	28 100.0 11.9	100.0	100.0	100.0	100.0	100.0	153 100.0 65.1	100.0	100.0	22 100.0 9.4	133 100.0 56.6	100.0	100.0		31 100.0 13.2
Sigma	235 100.0 100.0	54 100.0 23.0	100.0	70 100.0 29.8	65 100.0 27.7	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	4 100.0 1.7	31 100.0 13.2
Mean Base	226	53	105	68	64	26	33	42	9	14	79	147	99	105	21	127	33	12	3	30
Mean	2.53	2.43	2.54	2.57	2.34	2.65	2.73	2.40	2.89	3.00	2.42	2.59	2.51	2.50	2.86	2.53	2.24	2.92	1.67	2.73
Standard Deviation	1.03	0.97	1.00	1.14	1.01	1.16	1.07	0.91	1.17	1.11	1.12	0.99	0.95	1.07	1.20	1.01	1.03	0.67	1.15	1.14
Standard Error	0.07	0.13	0.10	0.14	0.13	0.23	0.19	0.14	0.39	0.30	0.13	0.08	0.10	0.10	0.26	0.09	0.18	n 10	0.67	N 21



Table 136 Q.1b SEC.D Agreement With Statements About CigarsIf My Friends Stopped Smoking Cigars, I Probably Would Too

																	4 IA =======	1051 01		
			KING TI	ENURE	(NOM	IG FREG	ONAL)	CI	GAR BR	AND	US ADD I T	E IONAL				TRADI		DRUG/ GRO- CERY/		
	PRE-	2 YEARS OR	3-10		PER	2-3 PER	4+ PER	SMOKE ===== MACA-	D MOST	OFTEN ====== ARTURO	TOBA PROD	CCO UCTS	=====		=====	-AL TOB- ACCO	TOB- ACCO	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL
	MIUM =====	LESS		YEARS						FUENTE .				35-54			OUTLET			ORDER
Base: Total Answering	237 100.0 100.0		100.0		56 100.0 23.6		32 100.0 13.5		10 100.0 4.2	15 100.0 6.3	95 100.0 40.1	142 100.0 59.9	109 100.0 46.0	106 100.0 44.7	22 100.0 9.3		39 100.0 16.5	14 100.0 5.9	4 100.0 1.7	26 100.0 11.0
Agree Strongly/Somewhat (Net)	13 5.5 100.0				3 5.4 23.1	1 2.8 7.7	1 3.1 7.7	9 20.5 69.2	- - -	1 6.7 7.7	7 7.4 53.8	6 4.2 46.2	10 9.2 76.9	3 2.8 23.1	• •	8 5.8 61.5	1 2.6 7.7	2 14.3 15.4	-	-
Agree Strongly (4)	0.4 100.0	•	1 1.0 100.0		-	1 2.8 100.0	- - -	- - -	-	1 6.7 100.0	1 1.1 100.0	-	0.9 100.0	- - -	- - -	0.7 100.0	- - -	- - -	- -	
Agree Somewhat (3)	12 5.1 100.0		2.9	3.9	3 5.4 25.0	- - -	1 3.1 8.3	9 20.5 75.0	- - -	- -	6.3 50.0	6 4.2 50.0	9 8.3 75.0	3 2.8 25.0	- -	7 5.1 58.3	1 2.6 8.3	2 14.3 16.7	-	- -
Disagree Strongly/Somewhat (Net)	223 94.1 100.0	51 89.5 22.9		94.7	53 94.6 23.8	35 97.2 15.7			10 100.0 4.5	14 93.3 6.3	87 91.6 39.0	136 95.8 61.0	99 90.8 44.4	102 96.2 45.7	22 100.0 9.9	93.5	38 97.4 17.0	12 85.7 5.4	4 100.0 1.8	26 100.0 11.7
Disagree Somewhat (2)	47 19.8 100.0		18.3	13.2	11 19.6 23.4	3 8.3 6.4	6.3 4.3		3 30.0 6.4	26.7 8.5	15 15.8 31. 9	32 22.5 68.1	30 27.5 63.8	14 13.2 29.8	3 13.6 6.4	32 23.2 68.1	9 23.1 19.1	2 14.3 4.3	1 25.0 2.1	3 11.5 6.4
Disagree Strongly (1)	176 74.3 100.0	57.9	77.9			32 88.9 18.2			7 70.0 4.0	10 66.7 5.7	72 75.8 40.9	104 73.2 59.1	69 63.3 39.2	88 83.0 50.0	19 86.4 10.8		29 74.4 16.5	10 71.4 5.7	3 75.0 1.7	88.5
CONFIDENTIAL Under Protective Order INPD 011476 Research Research NPD Custom	1 0.4 100.0	-	- - -	1 1.3 100.0	-	•	3.1 100.0	- - -	•	-	1 1.1 100.0	-	-	0.9 100.0	-	0.7 100.0	-	-	- - -	-
ENTIAL ctive Order 011476 NPD Custom Research					Proj	ect Y4	vx007-	1 - 1	GENERA	L CIGAR	ATTITU	JDE ANI) USAG	:						

Table 136
Q.1b SEC.D Agreement With Statements About Cigars
- If My Friends Stopped Smoking Cigars, I Probably Would Too -

																=====	======	=====	======	=====
		SMOI	KING T	ENURE		NG FRE	QUENCY ONAL)				U	SE				TRADI			REST -	
		=====	=====	=====		=====	=====	C	IGAR B	RAND	ADD I	TIONAL				-TION		CON-	/CIGAR	
		2			1 OR			SMOK	ED MOS	TOFTEN	TOB	ACCO				-AL		VENI -	BAR/	
		YEARS		11 OR		2-3	4+	=====	=====	======	PRO	DUCTS	AGE	OF SM	OKER	TOB-	TOB-		SPORT	
	PRE-		3-10		PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL
	MIUM	LES\$	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET		EVENT	ORDER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	=====	=====	=====	======	=====
Base: Total Answering	237			76	56						95	142	109	106	22	138	39	14	4	26
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0					100.0	100 0	100.0
	100.0			32.1								59.9			9.3					11.0
Sigma	237			76	56	36						–		106					•	26
				100.0									100.0					100.0	100.0	100.0
	100.0	24.1	43.9	32.1	23.6	15.2	13.5	18.6	4.2	6.3	40.1	59.9	46.0	44.7	9.3	58.2	16.5	5.9	1.7	11.0
Mean Base	236	57	104	75	56	36	31	44	10	15	94	142	109	105	22	137	39	14	4	26
Mean	1.31	1.53	1.27	1.21	1.30	1.17	1.13	1.55	1.30	1.47	1.32	1.31	1.47	1.19	1.14	1.36	1.28	1.43	1.25	1.12
Standard Deviation	0.59	0.68	0.56	0.50	0.57	0.56	0.43	0.82	0.48	0.83	0.64	0.55	0.69	0.46	0.35	0.62	0.51	0.76	0.50	0.33
Standard Error	0.04	0.09	0.06	0.06	0.08	0.09	0.08	0.12	0.15	0.22	0.07	0.05	0.07	0.05	0.07	0.05	0.08	0.20	0.25	0.06



Table 137 Q.1c SEC.D Agreement With Statements About Cigars - I Am Now Smoking Better-Quality Cigars Than I Used To -

STORE PURCHASE CIGARS AT MOST OFTEN

		=====	CING TI	ENURE	(NOI)	NG FREG	ONAL)		IGAR BI			IONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
	PRE-	YEARS OR			PER	2-3 PER	4+ PER	MACA-	PART -	ARTURO	=====	UCTS	=====			ACCO	TOB- ACCO		SPORT CLUB/	MAIL
	MIUM			YEARS						FUENTE			18-34 =====				OUTLET		EVENT	ORDER
Base: Total Answering	246 100.0 100.0	100.0			69 100.0 28.0		41 100.0 16.7		9 100.0 3.7	21 100.0 8.5	88 100.0 35.8		104 100.0 42.3			100.0	34 100.0 13.8	12 100.0 4.9	4 100.0 1.6	32 100.0 13.0
Agree Strongly/Somewhat (Net)	195 79.3 100.0		103 88.0 52.8	45 69.2 23.1	50 72.5 25.6	30 90.9 15.4	31 75.6 15.9		9 100.0 4.6	16 76.2 8.2	72 81.8 36.9	123 77.8 63.1	85 81.7 43.6	91 79.8 46.7	18 66.7 9.2	79.9	28 82.4 14.4	9 75.0 4.6	75.0 1.5	
Agree Strongly (4)	138 56.1 100.0	54.7		31 47.7 22.5	38 55.1 27.5		24 58.5 17.4	27 64.3 19.6	88.9 5.8	10 47.6 7.2	48 54.5 34.8	90 57.0 65.2	61 58.7 44.2	64 56.1 46.4	13 48.1 9.4	58.4	18 52.9 13.0		3 75.0 2.2	
Agree Somewhat (3)	57 23.2 100.0	18.8	26.5	14 21.5 24.6	12 17.4 21.1	9 27.3 15.8	7 17.1 12.3	7 16.7 12.3	1 11.1 1.8	6 28.6 10.5	24 27.3 42.1	33 20.9 57.9	24 23.1 42.1	27 23.7 47.4	5 18.5 8.8		10 29.4 17.5		-	6 18.8 10.5
Disagree Strongly/Somewhat (Net)	47 19.1 100.0	23.4	14 12.0 29.8	18 27.7 38.3		3 9.1 6.4	10 24.4 21.3	8 19.0 17.0	- - -	5 23.8 10.6	14 15.9 29.8	33 20.9 70.2	17 16.3 36.2	22 19.3 46.8	8 29.6 17.0	19.5	4 11.8 8.5	3 25.0 6.4	1 25.0 2.1	8 25.0 17.0
Disagree Somewhat (2)	21 8.5 100.0		8 6.8 38.1	7 10.8 33.3	8 11.6 38.1	3 9.1 14.3	2 4.9 9.5	4 9.5 19.0	- - -	-	6.8 28.6	15 9.5 71.4	11 10.6 52.4	8 7.0 38.1	2 7.4 9.5		3 8.8 14.3	1 8.3 4.8	1 25.0 4.8	2 6.3 9.5
Disagree Strongly (1)	26 10.6 100.0	14.1	6 5.1 23.1	11 16.9 42.3	9 13.0 34.6	- - -	8 19.5 30.8	4 9.5 15.4	-	5 23.8 19.2	8 9.1 30.8	18 11.4 69.2	6 5.8 23.1	14 12.3 53.8	22.2 23.1	10.1	1 2.9 3.8	2 16.7 7.7	-	6 18.8 23.1
Don't know Unde	1.6 100.0		-	2 3.1 50.0	2.9 50.0	-	- -	- - -	- - -	-	2 2.3 50.0	2 1.3 50.0	2 1.9 50.0	1 0.9 25.0	1 3.7 25.0		5.9 50.0	- - -	-	-
CONFIDENTIAL Under Protective Order INPD 011478 Research Custom NPD					Proje	ect Y4	vx007-	1 - (GENERA	_ CIGAR	ATTITU	IDE AND	USAGE	Ē						

Table 137
Q.1c SEC.D Agreement With Statements About Cigars
- I Am Now Smoking Better-Quality Cigars Than I Used To -

																=====	======	=====		
			KING TI		(NO	NG FREG N-SEASO	DNAL)	_			-	SE				TRADI		DRUG/ GRO- CERY/	REST- AURANT	
		2			1 OR		=====		IGAR BI ED MOS	RAND T OFTEN	ADD I 1	TIONAL				-TION -AL		CON- VENI-	/CIGAR BAR/	
	PRE-	YEARS OR	3-10	11 OR MORE	LESS PER		4+ PER			ARTURO		DUCTS		OF SMC		TOB- ACCO	TOB- ACCO	ENCE/ DIS-		MAIL
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK				FUENTE	YES	NO		35-54		SHOP	OUTLET		,	ORDER
Base: Total Answering	246	64	117	65	40	77										=====	=====	=====	=====	====
Total Mishel Mig	100.0	100.0	100.0	100.0		100.0	100.0		100.0		88 100.0		104 100.0	114 100.0	27 100.0		34 100.0	12	100.0	32 100.0
	100.0	26.0	47.6	26.4	28.0	13.4	16.7	17.1	3.7	8.5	35.8	64.2	42.3	46.3	11.0	60.6	13.8	4.9	1.6	13.0
Sigma	246 100 - 0.		117 100 0	65 100.0	69 100 0		41 100 0	42 100 0	-		88	158			27				4	
	100.0													46.3			13.8	100.0 4.9		13.0
Mean Base	242	62	117	63	67	33	41	42	9	21	86	156	102	113	26	148	32	12	4	32
Mean	3.27	3.18	. 3.44	3.03	3.18	3.55	3.15	3.36	3.89	3.00	3.30	3.25	3.37	3.25	2.96	3.29	3.41	2.83	3.50	3.13
Standard Deviation	1.01	1.11	0.84	1.15	1.10	0.67	1.20	1.01	0.33	1.22	0.96	1.04	0.90	1.04	1.25	1.01	0.80	1.03	1.00	1.18
Standard Error	0.06	0.14	0.08	0.14	0.13	0.12	0.19	0.16	0.11	0.27	0.10	0.08	0.09	0.10	0.24	0.08	0.14	0.30	0.50	0.21



Table 138 Q.1d SEC.D Agreement With Statements About Cigars - Cigars Have Become Too Expensive, So I'm Now Smoking Less Expensive Alternatives -

STORE PURCHASE CIGARS AT MOST OFTEN

	TOTAL		KING TI	ENURE =====	(NON ====== 1 OR	IG FREG I-SEASC ======	ONAL)	SMOKE		RAND OFTEN	US ADD I T TOBA PROD	IONAL	AGE	OF SMC	OKER	TRADI -TION -AL TOB-	TOB-	DRUG/ GRO- CERY/ CON- VENI-	REST- AURANT /CIGAR	:====
	PRE- MIUM	OR LESS		MORE YEARS	PER WEEK	PER WEEK	PER WEEK	MACA- NUDO	AGAS	ARTURO FUENTE	YES	NO =====		35-54 =====		ACCO SHOP	ACCO OUTLET		CLUB/ EVENT	MAIL ORDER
Base: Total Answering	224 100.0 1 00.0	57 100.0 25.4	91 100.0 40.6	76 100.0 33. 9	54 100.0 24.1	28 100.0 12.5	29 100.0 12.9	47 100.0 21.0	6 100.0 2.7	12 100.0 5.4	78 100.0 34.8	146 100.0 65.2	101 100.0 45.1	102 100.0 45.5	21 100.0 9.4	134 100.0 59.8	30 100.0 13.4	16 100.0 7.1	3 100.0 1.3	28 100.0 12.5
Agree Strongly/Somewhat (Net)	68 30.4 100.0	15 26.3 22.1	28 30.8 41.2	25 32.9 36.8	16 29.6 23.5	12 42.9 17.6	11 37.9 16.2	9 19.1 13.2	3 50.0 4.4	5 41.7 7.4	21 26.9 30.9	47 32.2 69.1	25 24.8 36.8	34 33.3 50.0	9 42.9 13.2	29 21.6 42.6	13 43.3 19.1	10 62.5 14.7	-	37.3
Agree Strongly (4)	31 13.8 100.0		11 12.1 . 35.5	14 18.4 45.2	6 11.1 19.4	4 14.3 12.9	7 24.1 22.6	1 2.1 3.2	2 33.3 6.5	3 25.0 9.7	10 12.8 32.3	21 14.4 67.7	9 8.9 29.0	14 13.7 45.2	8 38.1 25.8	8 6.0 25.8	4 13.3 12.9		-	9 32.1 29.0
Agree Somewhat (3)	37 16.5 100.0	15.8			10 18.5 27.0	8 28.6 21.6	4 13.8 10.8	8 17.0 21.6	1 16.7 2.7	2 16.7 5.4	11 14.1 29.7	26 17.8 70.3	16 15.8 43.2	20 19.6 54.1	1 4.8 2.7	21 15.7 56.8	9 30.0 24.3	3 18.8 8.1	-	2 7.1 5.4
Disagree Strongly/Somewhat (Net)	154 68.8 100.0	71.9		67.1	38 70.4 24.7	16 57.1 10.4	18 62.1 11.7	38 80.9 24.7	3 50.0 1.9	7 58.3 4.5	57 73.1 37.0	97 66.4 63.0	76 75.2 49.4	66 64.7 42.9	12 57.1 7.8	104 77.6 67.5	17 56.7 11.0	6 37.5 3.9	100.0	
Disagree Somewhat (2)	57 25.4 100.0	28.1	23.1	20 26.3 35.1	11 20.4 19.3	7 25.0 12.3	3 10.3 5.3	14 29.8 24.6		3 25.0 5.3	22 28.2 38.6	35 24.0 61.4	26 25.7 45.6		5 23.8 8.8	35 26.1 61.4	8 26.7 14.0	4 25.0 7.0		8 28.6 14.0
Disagree Strongly (1)	97 43.3 100.0	43.9		31 40.8 32.0		9 32.1 9.3	15 51.7 15.5	24 51.1 24.7	2 33.3 2.1	33.3 4.1	35 44.9 36.1	62 42.5 63.9	50 49.5 51.5	40 39.2 41.2	7 33.3 7.2		9 30.0 9.3	2 12.5 2.1	3 100.0 3.1	
CONFIDENTIAL Under Protective Order INPD 011480 Research NPD Custom Research	2 0.9 100.0	1.8		- - -			- -	-	-	-	-	1.4 100.0	- - - -	2 2.0 100.0	-	1 0.7 50.0		-	-	- - -
NPD Custom Research 480					Proj	ect Y4	vx007-	1 -	GENERA	L CIGAR	ATTITO	JDE ANI) USAGI	E						

Table 138
Q.1d SEC.D Agreement With Statements About Cigars
- Cigars Have Become Too Expensive, So I'm Now Smoking Less Expensive Alternatives -

	AT M	JRCHASE CIGARS MOST OFTEN
	SMOKING FREQUENCY SMOKING TENURE (NON-SEASONAL) ===================================	DRUG/ GRO- REST- CERY/ AURANT CON- /CIGAR
	TOTAL YEARS 11 OR LESS 2-3 4+ ===================================	VENI- BAR/ ENCE/ SPORT DIS- CLUB/ MAIL
	MIUM LESS YEARS YEARS WEEK WEEK WEEK NUOO AGAS FUENTE YES NO 18-34-35-54-55+ SHOP OUTLET	COUNT EVENT ORDER
Base: Total Answering	224 57 91 76 54 28 29 47 6 12 78 146 101 102 21 134 30 100.0	16 3 28 100.0 100.0 100.0 7.1 1.3 12.5
Sigma	224 57 91 76 54 28 29 47 6 12 78 146 101 102 21 134 30 100.0	16 3 28 100.0 100.0 100.0 7.1 1.3 12.5
Mean Base	222 56 90 76 54 28 29 47 6 12 78 144 101 100 21 133 30	16 3 28
Mean	2.01 1.93 1.98 2.11 1.91 2.25 2.10 1.70 2.50 2.33 1.95 2.04 1.84 2.08 2.48 1.76 2.27	2.94 1.00 2.39
Standard Deviation	1.08 1.02 1.07 1.14 1.07 1.08 1.29 0.83 1.38 1.23 1.06 1.10 1.00 1.08 1.33 0.93 1.05	1.12 0.00 1.26
Standard Error	0.07 0.14 0.11 0.13 0.15 0.20 0.24 0.12 0.56 0.36 0.12 0.09 0.10 0.11 0.29 0.08 0.19	0.28 0.00 0.24



Table 139 Q.1e SEC.D Agreement With Statements About Cigars - I Frequent Cigar-Friendly Restaurants And Bars In My Area -

STORE PURCHASE CIGARS
AT MOST OFTEN

											•						' Al I	1031 0		
			CING T	ENURE	(NO	IG FREG	ONAL)	r	IGAR BI	O A NID	US	SE TONAL				TRADI		DRUG/ GRO- CERY/		
	TOTAL PRE-	2 YEARS OR		11 OR	1 OR	2-3 PER	4+ PER	SMOK	ED MOS	OFTEN ====== ARTURO	TOB <i>A</i> PROD	CCO OUCTS		OF SMO		-AL TOB-	TOB- ACCO	VEN1- ENCE/	•	MATI
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Answering	225 100.0 100.0	61 100.0 27.1			61 100.0 27.1			44 100.0 19.6			86 100.0 38.2				100.0	123 100.0 54.7		14 100.0 6.2		31 100.0 13.8
Agree Strongly/Somewhat (Net)	103 45.8 100.0				23 37.7 22.3		15 42.9 14.6		6 66.7 5.8		38 44.2 36.9			47 41.6 45.6		54 43.9 52.4	18 48.6 17.5	7 50.0 6.8	1 50.0 1.0	14 45.2 13.6
Agree Strongly (4)	48 21.3 100.0	9 14.8 18.8				9 37.5 18.8	8 22.9 16.7			2 15.4 4.2		25 18.0 52.1	19 19.8 39.6			24 19.5 50.0	11 29.7 22.9	28.6 8.3		6 19.4 12.5
Agree Somewhat (3)	55 24.4 100.0	23.0				3 12.5 5.5	7 20.0 12.7		2 22.2 3.6	30.8 7.3	15 17.4 27.3			21 18.6 38.2			7 18.9 12.7	3 21.4 5.5	1 50.0 1.8	
Disagree Strongly/Somewhat (Net)	116 51.6 100.0	62.3			37 60.7 31.9	11 45.8 9.5			3 33.3 2.6	7 53.8 6.0	54.7	69 49.6 59.5	43 44.8 37.1	64 56.6 55.2			18 48.6 15.5	5 35.7 4.3	1 50.0 0.9	
Disagree Somewhat (2)	49 21.8 100.0	24.6			14 23.0 28.6		7 20.0 14.3		22.2	3 23.1 6.1	15 17.4 30.6	34 24.5 69.4	22 22.9 44.9	23 20.4 46.9		30 24.4 61.2	9 24.3 18.4	-	-	8 25.8 16.3
Disagree Strongly (1)	67 29.8 100.0	37.7		30.0	23 37.7 34.3		11 31.4 16.4		1 11.1 1.5	4 30.8 6.0	32 37.2 47.8			41 36.3 61.2		37 30.1 55.2	9 24.3 13.4	5 35.7 7.5	1 50.0 1.5	
Don't know □	6 2.7 100.0	· -	2 1.9 33.3		1 1.6 16.7	1 4.2 16.7				- - -	1 1.2 16.7	5 3.6 83.3	2 2.1 33.3	2 1.8 33.3	2 14.3 33.3	2 1.6 33.3		2 14.3 33.3	-	1 3.2 16.7

Table 139 Q.1e SEC.D Agreement With Statements About Cigars - I Frequent Cigar-Friendly Restaurants And Bars In My Area -

			_	STORE PURCHASE CIGARS AT MOST OFTEN
	SMOKING TENUR ====================================	SMOKING FREQUENCY (NON-SEASONAL) ====================================	USE I CIGAR BRAND ADDITIONAL SMOKED MOST OFTEN TOBACCO	DRUG/ GRO- REST- IRADI CERY/ AURANT -TION CON- /CIGAR -AL VENI- BAR/
	PRE- OR 3-10 MORI MIUM LESS YEARS YEAR ====================================	PER PER PER	MACA- PART- ARTURO ======== A	TOB- TOB- ENCE/ SPORT ACCO ACCO DIS- CLUB/ MAIL SHOP OUTLET COUNT EVENT ORDER
Base: Total Answering	100.0 100.0 100.0 100	0 61 24 35 0 100.0 100.0 100.0 7 27.1 10.7 15.6	0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 1	
Sigma	100.0 100.0 100.0 100.	0 61 24 35 0 100.0 100.0 100.0 7 27.1 10.7 15.6	100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0	
Mean Base	219 61 102	6 60 23 33	41 9 13 85 134 94 111 12	121 36 12 2 30
Mean	2.38 2.15 2.48 2.4	6 2.15 2.61 2.36	2.24 3.00 2.31 2.34 2.41 2.52 2.29 2.25	2.34 2.56 2.50 2.00 2.40
Standard Deviation	1.14 1.09 1.11 1.2	1 1.10 1.31 1.19	1.09 1.12 1.11 1.24 1.07 1.05 1.19 1.29	1.11 1.18 1.38 1.41 1.10
Standard Error	0.08 0.14 0.11 0.1	6 0.14 0.27 0.21	0.17 0.37 0.31 0.13 0.09 0.11 0.11 0.37	0.10 0.20 0.40 1.00 0.20

CONFIDENTIAL Under Protective Order INPD 011483



Table 140 Q.1f SEC.D Agreement With Statements About Cigars - Cigars Have Become Too Expensive, So I'm Smoking Fewer Cigars Than I Used To -

STORE PURCHASE CIGARS AT MOST OFTEN ------

	TOTAL	2	(ING TI		(NOR		ONAL)	SMOKE		RAND OFTEN	TOBA	IONAL CCO	ACE	OE EMO	מעכת	TRADI -TION -AL	TOB-	CERY/		
	PRE- MIUM		YEARS	11 OR MORE YEARS	PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	===== NO	===== 18-34	35-54	55+	ACCO SHOP	ACCO OUTLET	DIS- COUNT	CLUB/ EVENT	MAIL ORDER
Base: Total Answering	221	100.0	97	61	54 100.0		35 100.0	38 100.0	8	12 100.0 5.4	81	140	91	107	21	122	39	13 100.0	-	27 100.0 12.2
Agree Strongly/Somewhat (Net)	78 35.3 100.0	38.1	34 35.1 43.6	20 32.8 25.6		8 30.8 10.3		14 36.8 17.9	2 25.0 2.6	33.3 5.1	30 37.0 38.5	48 34.3 61.5	32 35.2 41.0	37 34.6 47.4	9 42.9 11.5	37 30.3 47.4	17 43.6 21.8		- -	12 44.4 15.4
Agree Strongly (4)	34 15.4 100.0	17.5	12 12.4 35.3	11 18.0 32.4		3 11.5 8.8				3 25.0 8.8	11 13.6 32.4	23 16.4 67.6	10 11.0 29.4	18 16.8 52.9	6 28.6 17.6		6 15.4 17.6		- -	8 29.6 23.5
Agree Somewhat (3)	44 19.9 100.0	20.6			20.4			9 23.7 20.5	-	1 8.3 2.3	19 23.5 43.2	25 17.9 56.8	22 24.2 50.0	19 17.8 43.2	3 14.3 6.8	24 19.7 54.5	11 28.2 25.0		- -	4 14.8 9.1
Disagree Strongly/Somewhat (Net)	142 64.3 100.0	61.9			61.1		62.9			8 66.7 5.6	50 61.7 35.2	92 65.7 64.8	59 64.8 41.5	69 64.5 48.6	12 57.1 8.5		22 56.4 15.5	69.2	-	15 55.6 10.6
Disagree Somewhat (2)	73 33.0 100.0	39.7		36.1	25.9					3 25.0 4.1	26 32.1 35.6	47 33.6 64.4	31 34.1 42.5	35 32.7 47.9	5 23.8 6.8		11 28.2 15.1		- - -	8 29.6 11.0
Disagree Strongly (1)	69 31.2 100.0	22.2	38.1		35.2	42.3	28.6			5 41.7 7.2	24 29.6 34.8	45 32.1 65.2	28 30.8 40.6	34 31.8 49.3	7 33.3 10.1		11 28.2 15.9		- -	7 25.9 10.1
CONFIDENTIAL Under Protective Order INPD 011484 Research Custom NPD NPD	0.5 100.0	, -	-	1 1.6 100.0		- - -	1 2.9 100.0		-	- - -	1 1.2 100.0	-	-	1 0.9 100.0		1 0.8 100.0	- -	-	- - -	- - -
NPD Custom Research					Proj	ect Y4	vx007-	1 -	GENERA	L CIGAR	ATTITE	JDE ANI) USAGI	Ę						

Table 140
Q.1f SEC.D Agreement With Statements About Cigars
- Cigars Have Become Too Expensive, So I'm Smoking Fewer Cigars Than I Used To -

																		JRCHAS MOST O	E CIGAR	
		SMOI	KING T	ENURE		NG FRE	QUENCY ONAL)					SE				TRADI				
	TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK =====	=====	KAND T OFTEN ====== ARTURO	TOB/ PRO	TIONAL ACCO DUCTS	AGE	OF SM	OKER	-TION -AL TOB-	TOB-	VENI- ENCE/	SPORT	
	MIUM =====	LESS =====		YEARS		WEEK	WEEK	NUDO	AGAS	FUENTE		NO =====		35-54 =====			ACCO OUTLET	DIS- COUNT	CLUB/ EVENT	MAIL ORDER
Base: Total Answering	221 100.0 100.0	63 100.0 28.5	100.0	61 100.0 27.6	54 100.0 24.4	100.0	100.0	100.0	100.0	100.0	81 100.0 36.7		91 100.0 41.2	107 100.0 48.4	21 100.0 9.5			100.0	-	27 100.0 12.2
Sigma	221 100.0 100.0	63 100.0 28.5	100.0		54 100.0 24.4	26 100.0 11.8	100.0	100.0	100.0	100.0	100.0		91 100.0 41.2	107 100.0 48.4	21 100.0 9.5	100.0	39 100.0 17.6	13 100.0 5.9	-	27 100.0 12.2
Mean Base	220	63	97	60	54	26	34	38	8	12	80	140	91	106	21	121	39	13	-	27
Mean	2.20	2.33	2.09	2.22	2.22	2.00	2.15	2.21	2.13	2.17	2.21	2.19	2.15	2.20	2.38	2.07	2.31	2.15	-	2.48
Standard Deviation	1.05	1.02	1.05	1.08	1.13	1.06	0.96	1.02	1.25	1.27	1.03	1.06	0.99	1.07	1.24	0.99	1.06	1.07	-	1.19
Standard Error	0.07	0.13	0.11	0.14	0.15	0.21	0.16	0.17	0.44	0.37	0.11	0.09	0.10	0.10	0.27	0.09	0.17	0.30	-	0.23

Table 141 Q.1g SEC.D Agreement With Statements About Cigars
- The General Public Is Now More Tolerant Of Cigar Smoking Than It Used To Be -

																		AI N :=======	1081 01		
				(ING TE		(NO	NG FREC	ONAL)	CI	GAR BR	AND	US ADD I T	E IONAL				TRADI		DRUG/ GRO- CERY/		
		OTAL RE~	2 YEARS OR	3-10	11 OR	1 OR LESS PER	2-3 PER	4+ PER	=====	======	OFTEN ====== ARTURO		UCTS		OF SMC			TOB- ACCO	VENI- ENCE/ DIS-		MATI
	M	IUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	MAIL ORDER
Base: Total Answering		217 00.0 00.0	51 100.0 23.5	100 100.0 46.1	66 100.0 30.4		25 100.0 11.5	28 100.0 12.9	40 100.0 18.4	13 100.0 6.0	16 100.0 7.4	66 100.0 30.4	151 100.0 69.6	91 100.0 41.9	104 100.0 47.9	21 100.0 9.7		32 100.0 14.7	14 100.0 6.5	6 100.0 2.8	34 100.0 15.7
Agree Strongly/Somewhat (No		117 53.9 00.0	28 54.9 23.9	61 61.0 52.1	28 42.4 23.9	34 64.2 29.1	13 52.0 11.1	11 39.3 9.4	18 45.0 15.4	8 61.5 6.8	12 75.0 10.3	37 56.1 31.6	80 53.0 68.4	64 70.3 54.7	45 43.3 38.5	8 38.1 6.8	71 60.7 60.7	15 46.9 12.8	7 50.0 6.0	4 66.7 3.4	12 35.3 10.3
Agree Strongly (4)		38 17.5 00.0	7 13.7 18.4	18.0 47.4	13 19.7 34.2	11 20.8 28.9	7 28.0 18.4	3 10.7 7.9	3 7.5 7.9	3 23.1 7.9	4 25.0 10.5	11 16.7 28.9	27 17.9 71.1	19 20.9 50.0	15 14.4 39.5	4 19.0 10.5	26 22.2 68.4	5 15.6 13.2	7.1 2.6	- - -	5 14.7 13.2
Agree Somewhat (3)		79 36.4 00.0	21 41.2 26.6	43 43.0 54.4	15 22.7 19.0	23 43.4 29.1	6 24.0 7.6	8 28.6 10.1	15 37.5 19.0	5 38.5 6.3	8 50.0 10.1	26 39.4 32.9	53 35.1 67.1	45 49.5 57.0	30 28.8 38.0	4 19.0 5.1	45 38.5 57.0	10 31.3 12.7	6 42.9 7.6	4 66.7 5.1	7 20.6 8.9
Disagree Strongly/Somewhat (Net)		100 46.1 00.0	23 45.1 23.0	39 39.0 39.0	38 57.6 38.0			17 60.7 17.0		5 38.5 5.0	4 25.0 4.0	29 43.9 29.0	71 47.0 71.0	27 29.7 27.0	59 56.7 59.0	13 61.9 13.0	46 39.3 46.0	17 53.1 17.0	7 50.0 7.0	2 33.3 2.0	
Disagree Somewhat (2)		52 24.0 00.0	14 27.5 26.9		14 21.2 26.9			9 32.1 17.3	12 30.0 23.1	2 15.4 3.8	2 12.5 3.8	12 18.2 23.1	40 26.5 76.9	20 22.0 38.5	27 26.0 51.9	4 19.0 7.7	28 23.9 53.8	9 28.1 17.3	1 7.1 1.9	1 16.7 1.9	
Disagree Strongly (1)		48 22.1 00.0	9 17.6 18.8					8 28.6 16.7		3 23.1 6.3	2 12.5 4.2	17 25.8 35.4	31 20.5 64.6	7 7.7 14.6	32 30.8 66.7	9 42.9 18.8	18 15.4 37.5	8 25.0 16.7		1 16.7 2.1	
Sigma		217 00.0 00.0						28 100.0 12.9	40 100.0 18.4	13 100.0 6.0	16 100.0 7.4	66 100.0 30.4	151 100.0 69.6	91 100.0 41.9	104 100.0 47.9	21 100.0 9.7		32 100.0 14.7	14 100.0 6.5	6 100.0 2.8	34 100.0 15.7
Mean Base	CONF	217	51	100	66	53	25	28	40	13	16	66	151	91	104	21	117	32	14	6	34
NPD Custom Research	CONFIDENTIAL CONFIDENTIAL					Proj	ect Y4	vx007-	1 - (GENERAI	_ CIGAR	ATTITU	JDE ANE) USAGI							

Table 141
Q.1g SEC.D Agreement With Statements About Cigars
- The General Public Is Now More Tolerant Of Cigar Smoking Than It Used To Be -

		=======================================
	SMOKING FREQUENCY SMOKING TENURE (NON-SEASONAL) USE	DRUG/ GRO- REST- TRADI CERY/ AURANT
	2 1 OR SMOKED MOST OFTEN TOBACCO TOTAL YEARS 11 OR LESS 2-3 4+ ===================================	
	MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 5	HAIL
Base: Total Answering	217 51 100 66 53 25 28 40 13 16 66 151 91 104 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 23.5 46.1 30.4 24.4 11.5 12.9 18.4 6.0 7.4 30.4 69.6 41.9 47.9	21 117 32 14 6 34 00.0 100.0 100.0 100.0 100.0 100.0 9.7 53.9 14.7 6.5 2.8 15.7
Mean	2.49 2.51 2.64 2.26 2.68 2.56 2.21 2.28 2.62 2.88 2.47 2.50 2.84 2.27 2	213
Standard Deviation	1.02 0.95 0.95 1.15 1.00 1.16 0.99 0.93 1.12 0.96 1.06 1.01 0.85 1.05 1	1.20 0.99 1.04 1.10 0.84 1.08
Standard Error	0.07 0.13 0.09 0.14 0.14 0.23 0.19 0.15 0.31 0.24 0.13 0.08 0.09 0.10 0	0.26 0.09 0.18 0.29 0.34 0.18

Table 142 Q.1h SEC.D Agreement With Statements About Cigars - I Want To Quit Or Cut Down On My Cigar Smoking For Health Reasons -

STORE PURCHASE CIGARS AT MOST OFTEN

																	4 IA =======	1051 01		
			CING TI	ENURE	(NON)	IG FREG I-SEASC	NAL)	CI	GAR BR	AND	US ADD I T	E IONAL				TRADI		DRUG/ GRO- CERY/		
	PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOKE	D MOS1	OFTEN ====== ARTURO FUENTE		UCTS	=====	OF SMC	=====	-AL TOB- ACCO SHOP	TOB- ACCO OUTLET	DIS-	SPORT CLUB/	MAIL ORDER
	MIUM =====	LESS	TEAKS	YEARS	MEEK	MEEK				=====							=====			
Base: Total Answering	245 100.0 100.0	100.0	100.0	100.0		32 100.0 13.1	33 100.0 13.5	48 100.0 19.6	10 100.0 4.1	20 100.0 8.2	77 100.0 31.4	168 100.0 68.6	98 100.0 40.0	122 100.0 49.8	23 100.0 9.4		100.0	18 100.0 7.3	4 100.0 1.6	31 100.0 12.7
Agree Strongly/Somewhat (Net)	56 22.9 100.0	28.8		19.4	12 18.2 21.4	5 15.6 8.9	7 21.2 12.5	14 29.2 25.0	3 30.0 5.4	1 5.0 1.8	16 20.8 28.6	40 23.8 71.4	22 22.4 39.3	30 24.6 53.6	4 17.4 7.1	26 19.1 46.4	12 32.4 21.4	7 38.9 12.5	-	5 16.1 8.9
Agree Strongly (4)	16 6.5 100.0	10.2	6.7	3.0	6 9.1 37.5	3 9.4 18.8	2 6.1 12.5	3 6.3 18.8	1 10.0 6.3	-	5 6.5 31.3	11 6.5 68.8	8 8.2 50.0	7 5.7 43.8	4.3 6.3	5.9 50.0	10.8		-	- - -
Agree Somewhat (3)	40 16.3 100.0	18.6		16.4		2 6.3 5.0	5 15.2 12.5		2 20.0 5.0	1 5.0 2.5	11 14.3 27.5	29 17.3 72.5	14 14.3 35.0	23 18.9 57.5	3 13.0 7.5		21.6			5 16.1 12.5
Disagree Strongly/Somewhat (Net)	187 76.3 100.0	69.5		80.6				68.8		18 90.0 9.6	61 79.2 32.6		76 77.6 40.6	90 73.8 48.1	19 82.6 10.2	79.4	67.6		100.0	83.9
Disagree Somewhat (2)	72 29.4 100.0	35.6	26.1	29.9	25.8	37.5	30.3	27.1	20.0 2.8	35.0	21 27.3 29.2	51 30.4 70.8				29.4	32.4	33.3	25.0	
Disagree Strongly (1)	115 46.9 100.0	33.9	51.3	50.7	56.1	43.8	48.5	41.7	50.0		40 51.9 34.8			49.2		50.0	35.1	27.8	75.0	61.3
Don't know Und	0.8 100.0		7 0.8	3	- -	3.1 50.0	-			1 5.0 50.0	-	1.2 100.0		2 1.6 100.0	-	1.5 100.0	; -	- - -	. <u>-</u>	-
CONFIDENTIAL Under Protective Order INPD 011488 Custom Research Custom Research NPD Custom Research					Proj	ject Y4	vx007-	-1 -	GENER <i>A</i>	L CIGAR	ATTIT	UDE AN	D USAG	Ε						

STORE PURCHASE CIGARS

Table 142
Q.1h SEC.D Agreement With Statements About Cigars
- I Want To Quit Or Cut Down On My Cigar Smoking For Health Reasons -

																	AT I	MOST O	FTEN	•	
																====	======	=====	======	=====	
		SMOI	KING T	ENURE		NG FRE						SE				TRADI			REST- AURANT		
		2			1 00		=====		IGAR B			TIONAL				-TION		CON-	/CIGAR		
	TOTAL	_		11 00	1 OR	2.7				T OFTEN		ACCO				-AL		VENI-	BAR/		
	PRE-		3-10		LESS		4+			=====		DUCTS	AGE	OF SM	OKER	TOB-	TOB-	ENCE/	SPORT		
	MUM				PER	PER	PER			ARTURO		=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL	
	MIUM	LESS	TEAKS	YEAR\$	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER	
			=====	=====	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	
Base: Total Answering	245	59			66					20	77	168	98	122	23	136	37	18	4	31	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							100.0	
	100.0	24.1	48.6	27.3		13.1			4.1		31.4	68.6	40.0	49.8		55.5					
Sigma	245	59			66				10				98					18	4	31	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	100.0	24.1	48.6	27.3	26.9	13.1	13.5	19.6	4.1	8.2	31.4	68.6	40.0	49.8	9.4	55.5	15.1	7.3			
Mean Base	243	58	118	67	66	31	33	47	10	19	77	166	98	120	23	134	37	18	4	31	
Mean	1.82	2.05	1.77	1.72	1.71	1.81	1.79	1.94	1.90	1.47	1.75	1.86	1.88	1.81	1.70	1.75	2.08	2.22	1.25	1.55	
Standard Deviation	0.93	0.98	0.95	0.85	0.97	0.95	0.93	0.96	1.10	0.61	0.93	0.94	0.94	0.95	0.88	0.91	1.01	1.00	0.50	0.77	
Standard Error	0.06	0.13	0.09	0.10	0.12	0.17	0.16	0.14	0.35	0.14	0.11	0.07	0.10	0.09	N 18	0.08	n 17	0.24	0.25	0.14	



Table 143 Q.1i SEC.D Agreement With Statements About Cigars - I Often Use Cigars As A Means Of Developing Camaraderie With Business Associates -

STORE PURCHASE CIGARS AT MOST OFTEN

			CING TI		(NO	NG FRE N-SEAS	ONAL)	С	IGAR B	RAND	US ADD 11	SE TONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
	TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK	ED MOS	T OFTEN	TOB/ PROD	CCO UCTS		OF SM		-AL TOB-	TOB- ACCO	VENI- ENCE/	-	
				YEARS			WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34 =====	35-54 =====	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Answering	231 100.0 100.0					100.0	100.0	55 100.0 23.8		100.0	85 100.0 36.8	146 100.0 63.2	101 100.0 43.7	114 100.0 49.4		100.0	100.0	13 100.0 5.6		100.0
Agree Strongly/Somewhat (Net)	90 39.0 100.0		46 45.5 51.1	25.0		50.0	41.2			41.2		58 39.7 64.4	42 41.6 46.7	43 37.7 47.8			29.7		1 33.3 1.1	
Agree Strongly (4)	30 13.0 100.0							11 20.0 36.7				19 13.0 63.3	14 13.9 46.7	13 11.4 43.3		15.6		1 7.7 3.3	-	1 3.7 3.3
Agree Somewhat (3)	60 26.0 100.0	19 30.6 31.7		13.2		37.5	23.5	13 23.6 21.7		6 35.3 10.0	21 24.7 35.0	39 26.7 65.0	28 27.7 46.7	30 26.3 50.0	1 6.7 1.7		21.6	3 23.1 5.0	1 33.3 1.7	
Disagree Strongly/Somewhat (Net)	139 60.2 100.0					45.8		30 54.5 21.6		9 52.9 6.5	52 61.2 37.4	87 59.6 62.6	58 57.4 41.7	70 61.4 50.4	11 73.3 7.9		70.3	9 69.2 6.5	2 66.7 1.4	59.3
Disagree Somewhat (2)	37 16.0 100.0			13 19.1 35.1		4.2		11 20.0 29.7		35.3 16.2	14 16.5 37.8	23 15.8 62.2	19 18.8 51.4	14 12.3 37.8			29.7	-	1 33.3 2.7	
Disagree Strongly (1)	102 44.2 100.0			52.9			50.0	19 34.5 18.6		3 17.6 2.9	38 44.7 37.3	64 43.8 62.7	39 38.6 38.2	56 49.1 54.9	7 46.7 6.9			9 69.2 8.8	1 33.3 1.0	
Don't know	0.9 100.0	-	- - -	2.9 100.0	-	1 4.2 50.0		1 1.8 50.0	-	1 5.9 50.0	1 1.2 50.0	1 0.7 50.0	1 1.0 50.0	1 0.9 50.0	- - -	2 1.5 100.0	•	- -	-	-
CONFIDENTIAL Under Protective Order INPD 011490 Custom Research					Proj	ect Y4	VX007-	1 -	GENERA	L CIGAR	ATTITL	JDE AND) USAGE	E						

Table 143
Q.1i SEC.D Agreement With Statements About Cigars
- I Often Use Cigars As A Means Of Developing Camaraderie With Business Associates -

				STORE PURCHASE CIGARS AT MOST OFTEN
		1 OR LESS 2-3 4+	USE : CIGAR BRAND ADDITIONAL SMOKED MOST OFTEN TOBACCO	DRUG/ GRO- REST- TRADI CERY/ AURANT -TION CON- /CIGAR -AL VENI- BAR/ IF SMOKER TOB- TOB- ENCE/ SPORT
		ORE PER PER PER EARS WEEK WEEK WEEK ==== ===== =====		======= ACCO ACCO DIS- CLUB/ MAIL 5-54 55+ SHOP OUTLET COUNT EVENT ORDER
Base: Total Answering	231 62 101 100.0 100.0 100.0 1 100.0 26.8 43.7	68 63 24 34 00.0 100.0 100.0 100.0 29.4 27.3 10.4 14.7	100.0 100.0 100.0 100.0 100.0 100.0 1	114 15 135 37 13 3 27 00.0 100.0 100.0 100.0 100.0 100.0 49.4 6.5 58.4 16.0 5.6 1.3 11.7
Sigma	231 62 101 100.0 100.0 100.0 1 100.0 26.8 43.7	68 63 24 34 00.0 100.0 100.0 100.0 29.4 27.3 10.4 14.7	100.0 100.0 100.0 100.0 100.0 100.0 10	114 15 135 37 13 3 27 00.0 100.0 100.0 100.0 100.0 100.0 100.0 49.4 6.5 58.4 16.0 5.6 1.3 11.7
Mean Base	229 62 101	66 63 23 34	54 7 16 84 145 100	113 15 133 37 13 3 27
Mean	2.08 2.18 2.18	1.83 2.13 2.22 2.09	2.30 3.00 2.31 2.06 2.09 2.17	2.00 2.00 2.11 1.97 1.69 2.00 2.04
Standard Deviation	1.11 1.09 1.13	1.08 1.13 1.17 1.22	1.16 1.00 0.87 1.11 1.11 1.10	1.11 1.20 1.16 0.99 1.11 1.00 0.98
Standard Error	0.07 0.14 0.11	0.13 0.14 0.24 0.21	0.16 0.38 0.22 0.12 0.09 0.11 (0.10 0.31 0.10 0.16 0.31 0.58 0.10



Q.1j SEC.D Agreement With Statements About Cigars • The Brands I Smoke Have Changed Because I've Had Difficulty Finding Certain Cigars -

STORE PURCHASE CIGARS
AT MOST OFTEN

																=====		=====	======	
			KING T	ENURE	(NON)	IG FREG	ONAL)	C:	IGAR BF	PAND	US ADD I 1	SE TIONAL				TRADI			REST- AURANT /CIGAR	
	TOTAL PRE-	2 YEARS OR	3-10	11 OR	1 OR	2-3 PER	4+ PER	SMOKE	ED MOST	OFTEN	TOBA PROD	ACCO OUCTS	=====		=====	-AL TOB- ACCO	TOB- ACCO	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO		FUENTE	YES	NO =====	18-34 =====				OUTLET			ORDER
Base: Total Answering	252 100.0 100.0	100.0		71 100.0 28.2	61 100.0 24.2			100.0		19 100.0 7.5	89 100.0 35.3	163 100.0 64.7			19 100.0 7.5	141 100.0 56.0	38 100.0 15.1	17 100.0 6.7		31 100.0 12.3
Agree Strongly/Somewhat (Net)	98 38.9 100.0	33.9	42.6	36.6	19 31.1 19.4	10 34.5 10.2	44.7	34.5		11 57.9 11.2	27 30.3 27.6	71 43.6 72.4	35 33.3 35.7		11 57.9 11.2		15 39.5 15.3	35.3	1 20.0 1.0	13 41.9 13.3
Agree Strongly (4)	41 16.3 100.0	11.9		22.5		3 10.3 7.3							10 9.5 24.4	26 20.6 63.4	5 26.3 12.2	20 14.2 48.8	15.8	5.9	1 20.0 2.4	
Agree Somewhat (3)	57 22.6 100.0	22.0	27.9	14.1			21.1 14.0		36.4		18.0	25.2	25 23.8 43.9		6 31.6 10.5		23.7	29.4	-	4 12.9 7.0
Disagree Strongly/Somewhat (Net)	151 59.9 100.0	64.4	57.4	60.6	67.2		55.3	65.5	18.2	36.8		90 55.2 59.6			8 42.1 5.3	60.3	60.5	64.7	80.0	58.1
Disagree Somewhat (2)	58 23.0 100.0	28.8	21.3	21.1	27.9	31.0		18.2	9.1			21.5	25 23.8 43.1	28 22.2 48.3	4 21.1 6.9		23.7	17.6	60.0	12.9
Disagree Strongly (1)	93 36.9 100.0	35.6	36.1	39.4	39.3	34.5	34.2	47.3	9.1	26.3	42.7	33.7		35.7	21.1 4.3		36.8	47.1	20.0	
Don't know □	1.2 100.0	2 1.7		2.8 66.7	1.6	, -	 	- -	- - -	1 5.3 33.3						2 1.4 66.7		-	- - -	-

Table 144
Q.1j SEC.D Agreement With Statements About Cigars
- The Brands I Smoke Have Changed Because I've Had Difficulty Finding Certain Cigars -

																=====	======	======	======	=====	
			KING T		(NO	NG FRE	ONAL)				_	SE				TRADI			REST - AURANT		
		=====	=====	=====		=====	=====		IGAR B		ADD I	TIONAL				-TION		CON-	/CIGAR		
	TOTAL	V=400		44	1 OR					T OFTEN		ACCO				-AL		VENI-	BAR/		
		YEARS		11 OR		2-3	4+			======		DUCTS		OF SMO		TOB-	TOB-	ENCE/	SPORT		
	PRE-	OR	3-10		PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER	
	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	
Base: Total Answering	252	59	122	71	61	29	38	55	11	19	89	163	105	126	19	141	38	17	5	31	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0									100.0	-	100.0	
	100.0			28.2										50.0		56.0				12.3	
Sigma	252			71	61	29	38			19	89	163	105	126	19	141	38	17	5	31	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0			100.0	_	100.0	
	100.0	23.4	48.4	28.2	24.2	11.5	15.1	21.8	4.4			64.7				56.0		-		12.3	
Mean Base	249	58	122	69	60	29	38	55	11	18	88	161	103	125	19	139	38	17	5	31	
Mean	2.18	2.10	2.21	2.20	2.07	2.10	2.34	1.95	3.18	2.56	2.00	2.29	2.02	2.26	2.63	2.18	2.18	1.94	2.20	2.26	
Standard Deviation	1.11	1.04	1.09	1.21	1.09	1.01	1.19	1.03	0.98	1.15	1.06	1.13	1.03	1.16	1.12	1.07	1.11	1.03	1.10	1.32	
Standard Error	0.07	0.14	0.10	0.15	0.14	0.19	0.19	0.14	0.30	0.27	0.11	0.09	0.10	0.10	0.26	0.09	0.18	0.25	0.49	0.24	



Table 145 Q.1k SEC.D Agreement With Statements About Cigars - If The Ban On Cuban Cigars In The U.S. Is Lifted, Prices For Premium Cigars Will Fall -

STORE PURCHASE CIGARS AT MOST OFTEN

	TOTAL		CING TE		(NO:	NG FREG N-SEASO	ONAL)	SMOK		RAND T OFTEN	TOBA	IONAL	ACE	OF SMO	OKED	TRADI -TION -AL TOB-	TOB-	DRUG/ GRO- CERY/ CON- VENI-	REST- AURANT /CIGAR	
	PRE- MIUM	OR LESS		MORE YEARS	PER WEEK	PER WEEK	PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	ACCO SHOP	ACCO OUTLET	DIS- COUNT	CLUB/ EVENT	ORDER
Base: Total Answering	233 100.0 100.0	60 100.0 25.8			62 100.0 26.6	26 100.0 11.2	36 100.0 15.5			16 100.0 6.9	81 100.0 34.8		101 100.0 43.3	111 100.0 47.6	19 100.0 8.2		26 100.0 11.2	19 100.0 8.2		33 100.0 14.2
Agree Strongly/Somewhat (Net)	169 72.5 100.0	41 68.3 24.3	78 74.3 46.2				21 58.3 12.4			14 87.5 8.3	62 76.5 36.7		79 78.2 46.7	73 65.8 43.2	16 84.2 9.5					25 75.8 14.8
Agree Strongly (4)	85 36.5 100.0	22 36.7 25.9	42 40.0 49.4	21 30.9 24.7	24 38.7 28.2		11 30.6 12.9		60.0	4 25.0 4.7	29 35.8 34.1	56 36.8 65.9	32 31.7 37.6	42 37.8 49.4	11 57.9 12.9			9 47.4 10.6	-	14 42.4 16.5
Agree Somewhat (3)	84 36.1 100.0		36 34.3 42.9	29 42.6 34.5	22 35.5 26.2		10 27.8 11.9	18 35.3 21.4		10 62.5 11.9	33 40.7 39.3	51 33.6 60.7	47 46.5 56.0	31 27.9 36.9	5 26.3 6.0		_	8 42.1 9.5		11 33.3 13.1
Disagree Strongly/Somewhat (Net)	56 24.0 100.0	16 26.7 28.6	23 21.9 41.1	17 25.0 30.4			13 36.1 23.2		_	2 12.5 3.6	16 19.8 28.6	40 26.3 71.4	20 19.8 35.7	32 28.8 57.1	3 15.8 5.4	30 22.2 53.6		1 5.3 1.8	2 100.0 3.6	24.2
Disagree Somewhat (2)	35 15.0 100.0	8 13.3 22.9	17 16.2 48.6	10 14.7 28.6	6 9.7 17.1	7 26.9 20.0	6 16.7 17.1	6 11.8 17.1		1 6.3 2.9	11 13.6 31.4	24 15.8 68.6	14 13.9 40.0	17 15.3 48.6	3 15.8 8.6		5 19.2 14.3	-	1 50.0 2.9	
Disagree Strongly (1)	21 9.0 100.0		6 5.7 28.6	7 10.3 33.3	6 9.7 28.6		7 19.4 33.3	3 5.9 14.3	1 10.0 4.8	1 6.3 4.8	5 6.2 23.8	16 10.5 76.2	6 5.9 28.6	15 13.5 71.4	- - -			1 5.3 4.8	1 50.0 4.8	
CONFIDENTIAL Under Protective Order INPD 011494 Custom Research NPD 021494	8 3.4 100:0	3 5.0 37.5	4 3.8 50.0	1 1.5 12.5					-	- - - L CIGAR		5 3.3 62.5	2 2.0 25.0	6 5.4 75.0		4 3.0 50.0	1 3.8 12.5	1 5.3 12.5	-	-

Table 145
Q.1k SEC.D Agreement With Statements About Cigars
- If The Ban On Cuban Cigars In The U.S. Is Lifted, Prices For Premium Cigars Will Fall -

																=====	======	=====	:=====:	=====	
		SMOR	CING TI	ENURE		NG FREG N-SEASO					US	SE.				TRADI			REST- AURANT		
	TOTAL PRE-		3-10	11 OR MORE		2-3 PER	4+ PER	SMOKE	=====	RAND FOFTEN ====== ARTURO	TOBA PROD	UCTS		OF SMC		-TION -AL TOB- ACCO	TOB- ACCO	VENI- ENCE/	SPORT		
	MIUM	LESS		YEARS		WEEK				FUENTE	YES	NO =====		35-54 =====		SHOP		COUNT	,	MAIL ORDER	
Base: Total Answering	233 100.0 100.0		105 100.0 45.1			26 100.0 11.2			100.0					111 100.0 47.6			100.0	19 100.0 8.2		33 100.0 14.2	
Sigma	233 100.0 100.0		105 100.0 45.1			26 100.0 11.2			100.0				100.0	111 100.0 47.6				19 100.0 8.2		33 100.0 14.2	
Mean Base	225	57	101	67	58	26	34	49	10	16	78	147	99	105	19	131	25	18	2	33	
Mean	3.04	2.96	3.13	2.96	3.10	2.92	2.74	3.20	3.20	3.06	3.10	3.00	3.06	2.95	3.42	3.09	2.56	3.39	1.50	3.12	
Standard Deviation	0.95	1.05	0.90	0.94	0.97	0.98	1.14	0.89	1.14	0.77	0.88	0.99	0.84	1.07	0.77	0.91	1.12	0.78	0.71	0.93	
Standard Error	0.06	0.14	0.09	0.12	0.13	0.19	0.19	0.13	0.36	0.19	0.10	0.08	0.08	0.10	0.18	0.08	0.22	0.18	0.50	0.16	



Table 146 Q.11 SEC.D Agreement With Statements About Cigars - No Matter How They're Wrapped, Cigars Will Dry Out Quickly Unless Kept In A Humidor -

STORE PURCHASE CIGARS
AT MOST OFTEN

																=====	======	=====		:====
			KING T	ENURE	(NON)	IG FREG	ONAL)	C	IGAR BI	ZAND	US	SE IONAL				TRADI		CERY/	REST- AURANT /CIGAR	
	TOTAL PRE-	2 YEARS OR	3-10	11 OR	1 OR LESS PER	2-3	4+ PER	SMOKE	D MOS	T OFTEN	TOB/ PROD	CCO OUCTS		OF SMC		-AL TOB-	TOB- ACCO	VENI- ENCE/	BAR/	MAIL
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET		EVENT	ORDER
Base: Total Answering	223 100.0 100.0			68 100.0 3 0.5		28 100.0 12.6			10 100.0 4.5	17 100.0 7.6		149 100.0 66.8			24 100.0 10.8	100.0	33 100.0 14.8	16 100.0 7.2	3 100.0 1.3	100.0
Agree Strongly/Somewhat (Net)	184 82.5 100.0	45 83.3 24.5		56 82.4 30.4		18 64.3 9.8	31 83.8 16.8	33 84.6 17.9	7 70.0 3.8				83 86.5 45.1	83 80.6 45.1	18 75.0 9.8	83.6	22 66.7 12.0	81.3	3 100.0 1.6	93.3
Agree Strongly (4)	132 59.2 100.0	51.9									37 50.0 28.0	95 63.8 72.0	52 54.2 39.4		13 54.2 9.8	60.9	13 39.4 9.8		33.3	
Agree Somewhat (3)	52 23.3 100.0	31.5	21.8	19.1		2 7.1 3.8	4 10.8 7.7			-	25 33.8 48.1		31 32.3 59.6	16 15.5 30.8	5 20.8 9.6	22.7	9 27.3 17.3	37.5		20.0
Disagree Strongly/Somewhat (Net)	38 17.0 100.0	16.7	16.8	17.6	12.1		13.5	15.4	30.0	29.4	14.9		13 13.5 34.2		6 25.0 15.8	16.4	10 30.3 26.3	18.8		2 6.7 5.3
Disagree Somewhat (2)	27 12.1 100.0	9.3		13.2					30.0		7 9.5 25.9		10 10.4 37.0	13 12.6 48.1	4 16.7 14.8					1 3.3 3.7
Disagree Strongly (1)	11 4.9 100.0	7.4		4.4	6.9	14.3		-	-	- - -	5.4 36.4	7 4.7 63.6	3 3.1 27.3	6 5.8 54.5	2 8.3 18.2		3 9.1 27.3	6.3	-	1 3.3 9.1
Don't know	0.4 100.0		1.0 1.0		-	-	1 2.7 100.0		- - -		1 1.4 100.0	- - -	-	1 1.0 100.0	- - -	- -	1 3.0 100.0	-	-	-

CONFIDENTIAL Under Protective Order INPD 011496

Research Control Cont

Table 146
Q.11 SEC.D Agreement With Statements About Cigars
- No Matter How They're Wrapped, Cigars Will Dry Out Quickly Unless Kept In A Humidor -

																=====	======	=:	======	=====	
		SMOI	KING T	ENURE	(NO	NG FRE	ONAL)					SE				TRADI		DRUG/ GRO- CERY/			
		2	=====	=====		=====	=====		IGAR B			TIONAL				-TION		CON-	/CIGAR		
	TOTAL	YEARS		11 OR	1 OR	2 2				T OFTEN		ACCO				-AL		VENI-	BAR/		
	PRE-	OR	3-10			2-3	4+			======		DUCTS	AGE	OF SM	OKER	TOB-	TOB-	ENCE/	SPORT		
			-	MORE YEARS	PER	PER				ARTURO							ACCO		CLUB/	MAIL	
	=====		TEARS	TEARS	MEEK	WEEK	WEEK			FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER	
								=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	==='==	=====	=====	
Base: Total Answering	223	54		68	58				10		74	149	96	103	24	128	33	16	3	30	
				100.0						100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	100.0	24.2	45.3	30.5	26.0	12.6	16.6	17.5	4.5	7.6	33.2	66.8	43.0	46.2	10.8	57.4	14.8	7.2		13.5	
Sigma	223	54	101	68	58	28	37	39	10	17	74	149	96	103	24	128	33	16	3	30	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0						. •			100.0		100.0	_		
		24.2						17.5								57.4				100.0 13.5	
Mean Base	222	54	100	68	58	28	36	39	10	17	73	149	96	102	24	128	32	16	3	30	
Mean	3.37	3.28	3.40	3.41	3.34	3.07	3.61	3.33	3.20	3.41	3.30	3.41	3.38	3.41	3.21	3.41	3.00	3.19	3.33	3.63	
Standard Deviation	0.88	0.92	0.86	0.88	0.87	1.18	0.73	0.74	0.92	0.94	0.86	0.89	0.80	0.93	1.02	0.84	1.02	0.91	0.58	0.72	
Standard Error	0.06	0.13	0.09	0.11	0.11	0.22	0.12	0.12	0.29	0.23	0.10	0.07	0.08	0.09	0.21	0.07	N 18	n 23	0.33	n 13	



Table 147 Q.1m SEC.D Agreement With Statements About Cigars - The Cigars I Buy Are Always Very Fresh And In Top Condition -

STORE PURCHASE CIGARS AT MOST OFTEN -------

		=====	KING TI	ENURE	(NOM)	NG FREG	ONAL)		IGAR BI			IONAL				TRADI		CERY/ CON-	REST- AURANT /CIGAR	
	TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE		2-3 PER	4+ PER	MACA-	PART-	OFTEN ARTURO	=====	UCTS		OF SMC			TOB- ACCO		BAR/ SPORT CLUB/	MAIL
	MIUM =====			YEARS			WEEK			FUENTE				35-54 =====			OUTLET			ORDER
Base: Total Answering	237 100.0 100.0	100.0	108 100.0 45.6		59 100.0 24.9	33 100.0 13.9	38 100.0 16.0	47 100.0 19.8	9 100.0 3.8	12 100.0 5.1	84 100.0 35.4			119 100.0 50.2	24 100.0 10.1		26 100.0 11.0	19 100.0 8.0	6 100.0 2.5	28 100.0 11.8
Agree Strongly/Somewhat (Net)	212 89.5 100.0	88.2		72 92.3 34.0	50 84.7 23.6	30 90.9 14.2	34 89.5 16.0	42 89.4 19.8	88.9 3.8	10 83.3 4.7	79 94.0 37.3	133 86.9 62.7	80 86.0 37.7	110 92.4 51.9	21 87.5 9.9	127 91.4 59.9	21 80.8 9.9	16 84.2 7.5	5 83.3 2.4	25 89.3 11.8
Agree Strongly (4)	143 60.3 100.0	54.9		52 66.7 36.4	34 57.6 23.8	21 63.6 14.7	24 63.2 16.8	32 68.1 22.4	4 44.4 2.8	6 50.0 4.2	58 69.0 40.6	85 55.6 59.4	49 52.7 34.3	77 64.7 53.8	17 70.8 11.9		13 50.0 9.1	9 47.4 6.3	4 66.7 2.8	
Agree Somewhat (3)	69 29.1 100.0	33.3		20 25.6 29.0	16 27.1 23.2	9 27.3 13.0	10 26.3 14.5	10 21.3 14.5	4 44.4 5.8	33.3 5.8	21 25.0 30.4	48 31.4 69.6	31 33.3 44.9	33 27.7 47.8	4 16.7 5.8		8 30.8 11.6	7 36.8 10.1	1 16.7 1.4	7 25.0 10.1
Disagree Strongly/Somewhat (Net)	9.3 100.0	9.8		6 7.7 27.3	8 13.6 36.4	2 6.1 9.1	4 10.5 18.2	3 6.4 13.6	1 11.1 4.5	2 16.7 9.1	4.8 18.2	18 11.8 81.8	13 14.0 59.1	5.0 27.3	3 12.5 13.6	12 8.6 54.5	5 19.2 22.7		1 16.7 4.5	7.1 9.1
Disagree Somewhat (2)	16 6.8 100.0	7.8		2 2.6 12.5	6 10.2 37.5	2 6.1 12.5	5.3 12.5	3 6.4 18.8	-	2 16.7 12.5	4.8 25.0	12 7.8 75.0	10 10.8 62.5	3.4 25.0	2 8.3 12.5	8 5.8 50.0	4 15.4 25.0	2 10.5 12.5	-	7.1 12.5
Disagree Strongly (1)	2.5 100.0	2.0			2 3.4 33.3	- - -	5.3 33.3	-	1 11.1 16.7	-	-	3.9 100.0	3.2 50.0	1.7 33.3	1 4.2 16.7	2.9 66.7	1 3.8 16.7	- - -	1 16.7 16.7	- - -
Don't know Under P INP	3 1.3 100.0	2.0			1 1.7 33.3	1 3.0 33.3	-	4.3 66.7	-	-	1 1.2 33.3	2 1.3 66.7	-	3 2.5 100.0	-	-	-	5.3 33.3	-	1 3.6 33.3
CONFIDENTIAL Under Protective Order INPD 011498 ch esses es					Proj	ect Y4'	VX007-	1 - (GENERA	_ CIGAR	ATTITL	DE AND	USAGE	:						

Table 147
Q.1m SEC.D Agreement With Statements About Cigars
- The Cigars I Buy Are Always Very Fresh And In Top Condition -

															=====		JRCHAS MOST O	E CIGARS	S =====
		KING T		(NO	N-SEAS					_	SE				TRADI			REST - AURANT	
TOTAL	2 YEARS			1 OR LESS			SMOK	ED MOS	RAND T OFTEN	TOB					-TION -AL		CON-	/CIGAR BAR/	
PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	OUCTS =====	=====	OF SM	=====	TOB- ACCO	TOB- ACCO		SPORT CLUB/	MAIL
MIUM =====	=====	=====	TEARS	WEEK	WEEK	WEEK			FUENTE	YES			35-54 ====	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER
237					33		47	9	12	84	153	93	119	24	139	26	19	6	28
100.0	21.5	45.6	100.0 32.9	100.0 24.9	100.0 13.9	100.0 16.0	100.0 19.8	100.0 3.8	100.0 5.1	100.0 35.4	100.0 64.6	100.0 39.2	100.0 50.2	100.0	100.0 58.6	100.0			100.0
237				59	33	38	47	9	12	84	153	93	119	24	139	26	19		28
100.0	21.5	100.0 45.6	100.0 32.9	100.0 24.9	100.0 13.9	100.0 16.0	100.0 19.8	100.0 3.8	100.0	100.0 35.4	100.0 64.6	100.0 39.2	100.0 50.2	100.0	100.0 58.6	100.0 11.0		100.0	100.0
234	50	106	78	58	32	38	45	9	12	83	151	93	116	24	139	26	18	6	27
3.49	3.44	3.48	3.54	3.41	3.59	3.47	3.64	3.22	3.33	3.65	3.40	3.35	3.59	3.54	3.49	3.27	3.39	3.33	3.59
									0.78										

0.05 0.10 0.07 0.09 0.11 0.11 0.13 0.09 0.32 0.22 0.06 0.07 0.08 0.06 0.17 0.06 0.17 0.16 0.49 0.12

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Base: Total Answering

Sigma

Mean

Mean Base

Standard Deviation
Standard Error



Table 148 Q.1n SEC.D Agreement With Statements About Cigars - I Don't Smoke Cigars Inside My Home -

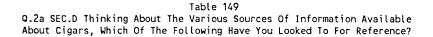
STORE PURCHASE CIGARS AT MOST OFTEN ***********

				CING TE		(NON	IG FREG	NAL)	CI	GAR BF	RAND	US ADD I T	E IONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
		TOTAL PRE- MIUM	OR	3-10 YEARS		PER	PER	4+ PER WFFK	===== MACA-	PART-	OFTEN E===== ARTURO FUENTE	=====	UCTS			=====	ACCO	TOB- ACCO OUTLET	VENI- ENCE/ DIS- COUNT	SPORT CLUB/	MAIL ORDER
											=====										
Base: Total Answering		238 100.0 100.0		108 100.0 45.4	74 100.0 31.1	59 100.0 24.8	28 100.0 11.8	30 100.0 12.6	47 100.0 19.7	7 100.0 2.9	18 100.0 7.6	86 100.0 36.1		104 100.0 43.7	109 100.0 45.8	24 100.0 10.1	134 100.0 56.3	39 100.0 16.4	19 100.0 8.0	2 100.0 0.8	27 100.0 11.3
Agree Strongly/Somewh	at (Net)	155 65.1 100.0	38 67.9 24.5	79 73.1 51.0	38 51.4 24.5	41 69.5 26.5	18 64.3 11.6	10 33.3 6.5	31 66.0 20.0	4 57.1 2.6	13 72.2 8.4	45 52.3 29.0	110 72.4 71.0	74 71.2 47.7	70 64.2 45.2	11 45.8 7.1		21 53.8 13.5	9 47.4 5.8	1 50.0 0.6	
Agree Strongly (4)		131 55.0 100.0	33 58.9 25.2		33 44.6 25.2	37 62.7 28.2	16 57.1 12.2	7 23.3 5.3	25 53.2 19.1	57.1 3.1	11 61.1 8.4	37 43.0 28.2	94 61.8 71.8	62 59.6 47.3	59 54.1 45.0	10 41.7 7.6		18 46.2 13.7	9 47.4 6.9	1 50.0 0.8	
Agree Somewhat (3)		24 10.1 100.0	5 8.9 20.8		5 6.8 20.8	6.8 16.7	7.1 8.3	3 10.0 12.5	6 12.8 25.0	-	2 11.1 8.3	8 9.3 33.3	16 10.5 66.7	12 11.5 50.0	11 10.1 45.8	1 4.2 4.2		3 7.7 12.5	-	-	7.4 8.3
Disagree Strongly/Som (Net)	newhat	83 34.9 100.0		26.9	36 48.6 43.4	18 30.5 21.7	10 35.7 12.0	20 66.7 24.1	16 34.0 19.3	3 42.9 3.6	5 27.8 6.0	41 47.7 49.4	42 27.6 50.6	30 28.8 36.1	39 35.8 47.0	13 54.2 15.7		18 46.2 21.7	10 52.6 12.0	1 50.0 1.2	
Disagree Somewhat (2	2)	26 10.9 100.0	10.7		12 16.2 46.2		2 7.1 7.7	4 13.3 15.4	8 17.0 30.8		3 16.7 11.5	13 15.1 50.0	13 8.6 50.0	11 10.6 42.3	9 8.3 34.6	6 25.0 23.1	11.9	6 15.4 23.1	2 10.5 7.7	- - -	2 7.4 7.7
Disagree Strongly (1	1)	57 23.9 100.0	21.4	19.4	24 32.4 42.1	10 16.9 17.5			8 17.0 14.0	3 42.9 5.3	2 11.1 3.5	28 32.6 49.1	29 19.1 50.9	19 18.3 33.3	30 27.5 52.6	7 29.2 12.3		12 30.8 21.1		1 50.0 1.8	
Sigma	_	238 100.0 100.0	100.0	100.0										104 100.0 43.7			100.0	39 100.0 16.4	19 100.0 8.0	2 100.0 0.8	100.0
Mean Base	CONI Inder Pi	238	56	108	74	59	28	30	47	7	18	86	152	104	109	24	134	39	19	2	27
NPD Custom Research	CONFIDENTIAL Under Protective Order INPD 011500					Proj	ect Y4	VX007-	1 - 1	GENERA	L CIGAR	ATTITA	JDE ANI	D USAG	Ε						

Table 148 Q.1n SEC.D Agreement With Statements About Cigars - I Don't Smoke Cigars Inside My Home -

STORE PURCHASE CIGARS
AT MOST OFTEN

																=====		=====	======	:=====
			CING TE		(NO	NG FREG	ONAL)	ر	IGAR B	DAND		SE FIONAL				TRADI		CERY/	REST- AURANT	
		2			1 OR					TOFTEN		ACCO				-TION -AL		CON- VENI-	/CIGAR BAR/	
	PRE-	YEARS OR	3-10	11 OR MORE	LESS PER	2-3 PER	4+ PER			ARTURO		OUCTS		OF SMC		TOB- ACCO		ENCE/ DIS-		MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+ 	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Answering	238 100.0 100.0		108 100.0 45.4	74 100.0 31.1	59 100.0 24.8		100.0		7 100.0 2.9	18 100.0 7.6	86 100.0 36.1	152 100.0 63.9	104 100.0 43.7	109 100.0 45.8	24 100.0 10.1	134 100.0 56.3	39 100.0 16.4	19 100.0 8.0	2 100.0	27 100.0 11.3
Mean	2.96	3.05	3.14	2.64	3.15	2.93	2.03	3.02	2.71	3.22	2.63	3.15	3.13	2.91	2.58	3.05	2.69	2.53	2.50	2.89
Standard Deviation	1.27	1.26	1.20	1.34	1.20	1.36	1.27	1.19	1.60	1.11	1.33	1.21	1.20	1.32	1.32	1.21	1.34	1.47	2.12	1.37
Standard Error	0.08	0.17	0.12	0.16	0.16	0.26	0.23	0.17	0.61	0.26	0.14	0.10	0.12	0.13	0.27	0.10	0.21	0.34	1.50	0.26



	70741	2	KING T	=====	(NON		ONAL)	SMOKI		OFTEN	TOBA	IONAL	ACT	or suc	oken.	TRADI -TION -AL	TOD	CERY/ CON- VENI-		
	PRE- MIUM			11 OR MORE YEARS	PER WEEK			MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	TOB- ACCO OUTLET	COUNT	CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	100.0		121 100.0 29.7		50 100.0 12.3	100.0		16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Cigar books and/or guides	124 30.4 100.0	35.6	29.6				31.7			14 50.0 11.3		84 31.8 67.7	46 26.4 37.1	68 34.9 54.8	8 21.6 6.5	34.3	13 21.7 10.5		2 33.3 1.6	
Magazine (Net)	191 46.8 100.0	39.6	54.8	40.5			51.7			20 71.4 10.5	54 37.5 28.3		85 48.9 44.5	96 49.2 50.3			23 38.3 12.0	6 22.2 3.1	33.3 1.0	
Cigar Aficionado Magazine	180 44.1 100.0	36.6	52.7	37.2			51.7			20 71.4 11.1	50 34.7 27.8		81 46.6 45.0	90 46.2 50.0	9 24.3 5.0	49.4	21 35.0 11.7		2 33.3 1.1	
Smoke Magazine	59 14.5 100.0	12.9	18.3	9.9	12 11.4 20.3		15.0		3 18.8 5.1	10 35.7 16.9	21 14.6 35.6		28 16.1 47.5	29 14.9 49.2	2 5.4 3.4	17.6	8 13.3 13.6		-	6 11.5 10.2
The Internet	79 19.4 100.0	17.8	23.1	14.9	16 15.2 20.3	16.0	20.0			7 25.0 8.9		54 20.5 68.4	39 22.4 49.4	39 20.0 49.4	2.7 1.3		12 20.0 15.2		1 16.7 1.3	
Tobacconists/Smoke shop personnel	204 50.0 100.0	51.5	53.2	43.8		48.0	46.7		9 56.3 4.4	18 64.3 8.8	67 46.5 32.8		95 54.6 46.6	97 49.7 47.5	12 32.4 5.9	55.4			3 50.0 1.5	19 36.5 9.3
Friends, relatives and/or business associates	248 60.8 100.0	69.3		50.4			48.3			23 82.1 9.3	84 58.3 33.9		123 70.7 49.6	113 57.9 45.6	11 29.7 4.4	150 64.4 60.5	42 70.0 16.9		5 83.3 2.0	

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NPD Custom Research

Table 149
Q.2a SEC.D Thinking About The Various Sources Of Information Available
About Cigars, Which Of The Following Have You Looked To For Reference?

																=====	======	=====	======	=====
		SMO	KING T	ENURE		NG FREG N-SEASO					U	SE				TRADI		DRUG/ GRO- CERY/	REST-	
	TOTAL	2 YEARS	=====	11 OR	1 OR LESS	2-3	===== 4+	SMOK		RAND T OFTEN ======	TOB	TIONAL ACCO DUCTS	AGF	OF SM	OKER	-TION -AL TOB-	TOB-	VENI-	/CIGAR BAR/ SPORT	
	PRE- MIUM	OR LESS	3-10	MORE YEARS	PER	PER WEEK	PER			ARTURO	=====	=====	=====	:	=====	ACCO	ACCO	DIS-	CLUB/	MAIL
	=====	=====	=====	=====	====	#EEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34	35-54 =====	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Respondents	408 100.0 100.0	100.0		121 100.0 29.7					100.0	100.0	100.0	100.0		195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	100.0	27 100.0 6.6		100.0
None of these	34 8.3 100.0	10 9.9 29.4	4.8	15 12.4 44.1	11 10.5 32.4	4 8.0 11.8								16 8.2 47.1	9 24.3 26.5		10.0	5 18.5 14.7	-	_
Don't know	2 0.5 100.0	1 1.0 50.0			1 1.0 50.0	-		- - -	- - -	- -		1 0.4 50.0	1 0.6 50.0	1 0.5 50.0		1 0.4 50.0		-	-	1 1.9 50.0
Sigma	930 227.9 100.0	237 234.7 25.5	455 244.6 48.9	238 196.7 25.6	223 212.4 24.0	121 242.0 13.0	137 228.3 14.7	189 236.3 20.3	50 312.5 5.4			237.1	422 242.5 45.4			577 247.6 62.0		49 181.5 5.3	13 216.7 1.4	

Table 150
Q.2b-1 SEC.D Do You Currently Subscribe To Cigar Aficionado Magazine?

																=====	======	=====	:=====	=====
		SMUN	CING TE	ENLIDE		NG FREG					. 14	>F				*****		DRUG/ GRO-	REST-	
		3110	CING IE	INUKE	(NOI	4-2CH2(JNAL)		1 C A D . D C	NA NO		SE				TRADI		-	AURANT	
		2			1 00			_	IGAR BE			TIONAL				-TION			/CIGAR	
	TOTAL	_		44 00	1 OR	2.7				OFTEN		ACCO				-AL		VENI-		
		YEARS	7 40	11 OR		2-3	4+					DUCTS		OF SMO			TOB-	ENCE/		
	PRE-				PER	PER				ARTURO								DIS-		MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base: Have Referenced Cigar	180		98	45	41	25	31	34		20	50	130	81	90	9	115	21	6	2	26
Aficionado Magazine	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.6	54.4	25.0	22.8	13.9	17.2	18.9	7.8	11.1	27.8	72.2	45.0	50.0	5.0	63.9	11.7	3.3	1.1	14.4
Yes	49	8	26	15	7	9	11	6	4	8	11	38	18	26	5	36	4	_	1	7
	27.2	21.6	26.5	33.3	17.1	36.0	35.5	17.6	28.6	40.0	22.0	29.2	22.2	28.9	55.6	31.3	19.0	_	50.0	26.9
	100.0	16.3	53.1	30.6	14.3	18.4	22.4	12.2	8.2	16.3	22.4	77.6	36.7	53.1	10.2	73.5	8.2	-		
No	131	29	72	30	34	16	20	28	10	12	39	92	63	64	4	79	17	6	1	19
	72.8	78.4	73.5	66.7	82.9	64.0	64.5	82.4	71.4	60.0	78.0	70.8	77.8	71.1	44.4	68.7	81.0	100.0	50.0	73.1
	100.0	22.1	55.0	22.9	26.0	12.2	15.3	21.4	7.6	9.2	29.8	70.2	48.1	48.9	3.1	60.3	13.0	4.6	0.8	14.5
Sigma	180		98	45	41	25	31	34	14	20	50	130	81	90	9		21	6	2	26
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.6	54.4	25.0	22.8	13.9	17.2	18.9	7.8	11.1	27.8	72.2	45.0	50.0	5.0	63.9	11.7	3.3	1.1	14.4

STORE PURCHASE CIGARS

Table 151 Q.2b-2 SEC.D Do You Currently Subscribe To Smoke Magazine?

AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 1 OR SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ **PRODUCTS** TOB-TOB-ENCE/ SPORT 3-10 MORE PER PER PER DIS- CLUB/ MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT Base: Have Referenced Smoke 12 15 21 38 28 29 6 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 - 100.0 100.0 22.0 57.6 20.3 20.3 25.4 15.3 23.7 5.1 16.9 35.6 64.4 47.5 49.2 3.4 69.5 13.6 - 10.2 2 2 11.9 8.8 33.3 8.3 20.0 11.1 7.1 20.0 9.5 13.2 7.1 13.8 50.0 9.8 37.5 100.0 57.1 14.3 42.9 14.3 14.3 28.6 28.6 71.4 28.6 57.1 14.3 13 31 19 33 26 25 6 88.1 100.0 91.2 66.7 91.7 80.0 88.9 92.9 100.0 80.0 90.5 86.8 92.9 86.2 50.0 62.5 - 100.0 100.0 25.0 59.6 15.4 21.2 23.1 15.4 25.0 15.4 36.5 63.5 50.0 5.8 1.9 - 11.5 12 12 15 14 10 21 38 28 29 41 6 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 - 100.0 100.0 22.0 57.6 20.3 20.3 25.4 15.3 23.7 5.1

16.9 35.6 64.4 47.5 49.2

3.4 69.5

13.6

- 10.2

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Magazine

Yes

No

Sigma



Table 152 Q.2c SEC.D Which Website Has Been The Most Informative And Useful To You In Obtaining Information About Cigars?

																=====		1031 01		
			KING T	ENURE	(NO	NG FRE	ONAL)	r	IGAR B	ZAND		SE FIONAL				TRADI		DRUG/ GRO- CERY/	REST - AURANT	
		2 Years		11 OR	1 OR LESS	2-3	4+	SMOK	ED MOS	T OFTEN	TOB/ PROI	ACCO DUCTS		OF SMC		-AL TOB-	TOB-	VENI- ENCE/	SPORT	
	PRE- MIUM			MORE YEARS			PER WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+		ACCO OUTLET		CLUB/ EVENT	MAIL ORDER
Base: Have Looked On The Internet To Reference Cigars	79 100.0 100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	54 100.0 68.4		39 100.0 49.4	1 100.0 1.3		12 100.0 15.2		1 100.0 1.3	10 100.0 12.7
Cigarficianado.com	18 22.8 100.0	33.3		11.1	1 6.3 5.6		33.3		3 42.9 16.7	1 14.3 5.6		13 24.1 72.2	9 23.1 50.0		-	11 23.4 61.1	4 33.3 22.2	-	- - -	••••
Cigar(s).com	6.3 100.0	5.6	7.0 · 60.0	5.6						1 14.3 20.0		7.4 80.0	1 2.6 20.0		1 100.0 20.0	4 8.5 80.0	1 8.3 20.0	-	-	-
Fuji's cigar page	2.5 100.0	-	4.7 100.0	٠ -	6.3 50.0		- - -	- - -		-	1 4.0 50.0	1 1.9 50.0	1 2.6 50.0	1 2.6 50.0		-	-	-	- - -	
Mom's cigar.com	1 1.3 100.0	-	1 2.3 100.0	-	- - -	-	1 8.3 100.0		-	1 14.3 100.0	-	1 1.9 100.0		-	- - -	1 2.1 100.0		-	-	- -
Cigar group/cigar smoker's group (unsp.)	2.5 100.0	5.6		-	-	-	1 8.3 50.0	-	- - -	1 14.3 50.0	-	2 3.7 100.0		2 5.1 100.0	-	1 2.1 50.0	1 8.3 50.0	-	-	- -
Was just browsing around/used search engine/Yahoo	1 1.3 100.0	5.6 100.0		-	-	- - -	-	-	-	- - -	1 4.0 100.0	-	1 2.6 100.0	-	-	-	:	-		1 10.0 100.0
Thompson	1 1.3 100.0		-	1 5.6 100.0	-	-	-	-	-	-	1 4.0 100.0	-	-	1 2.6 100.0	-	-		-	-	1 10.0 100.0

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INPD 011506

Research
NPD Custom

Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE

Table 152 Q.2c SEC.D Which Website Has Been The Most Informative And Useful To You In Obtaining Information About Cigars?

																======	======	=====	======	-====
		SMO	CING TI	ENURE	-	I-SEASO	ONAL)	6.	CAD D	DANID.	US					TRADI		-	AURANT	
		2							GAR BE			IONAL				-TION			/CIGAR	
	****	_		44 00	1 OR	~ ~				OFTEN	TOBA					-AL		VENI-		
		YEARS		11 OR			4+			======		DUCTS		OF SMC			TOB-	ENCE/		
	PRE-		3-10	MORE		PER	PER			ARTURO						ACCO			•	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====
Base: Have Looked On The	79				16	8			7					39	1	47	12	4	1	10
Internet To Reference Cigars										100.0										100.0
	100.0	22.8	54.4	22.8	20.3	10.1	15.2	19.0	8.9	8.9	31.6	68.4	49.4	49.4	1.3	59.5	15.2	5.1	1.3	12.7
All other mentions	12	2	5	5	3	-	-	3	-	1	3		4	8	-	7	1	1	-	2
		11.1				-	-	20.0				16.7			-	14.9			-	20.0
	100.0	16.7	41.7	41.7	25.0	-	-	25.0	-	8.3	25.0	75.0	33.3	66.7	-	58.3	8.3	8.3	•	16.7
Nothing	3	-	2	1	1	-	-	-	-	-	2	1	1	2		3		•	-	-
	3.8	-	4.7	5.6	6.3	-	-	-	-	•	8.0	1.9	2.6	5.1	-	6.4	-	-	-	-
	100.0	-	66.7	33.3	33.3	-	-	-	-	-	66.7	33.3	33.3	66.7	-	100.0	-	-	-	-
Don't know/Don't remember	34	. 7	19	8	9	4	4	11	4	2	11	23	21	13	-	20	5	3	1	2
• • • • • • • • • • • • • • • • • • • •	43.0	38.9	44.2	44.4	56.3	50.0	33.3	73.3	57.1	28.6	44.0	42.6	53.8	33.3	-	42.6	41.7	75.0	100.0	20.0
	100.0	20.6	55.9	23.5	26.5	11.8	11.8	32.4	11.8	5.9	32.4	67.6	61.8	38.2	-	58.8	14.7	8.8	2.9	5.9
Sigma	79	18	43	18	16	8	12	15	7	7	25	54	39	39	1	47	12	4	1	10
- · g		100.0				-	100.0			100.0				100.0	100.0	100.0	100.0	100.0	100.0	100.0
		22.8										68.4				59.5	15.2	5.1	1.3	12.7

Table 153 Q.2d SEC.D Which Information Source Has The Most Reliable Information?

			(ING TE	NURE	(NO	NG FREG N-SEASO	ONAL)		GAR BR		US ADD I T TOBA	IONAL				TRADI -TION -AL		-	AURANT /CIGAR	
	TOTAL PRE- MIUM	YEARS OR LESS	3-10 YEARS	YEARS	LESS PER WEEK	PER WEEK	WEEK	MACA- NUDO	PART- AGAS	OFTEN ARTURO FUENTE	PROD TES	OUCTS	18-34	35-54	OKER ===== 55+	TOB- ACCO SHOP	TOB- ACCO OUTLET	ENCE/ DIS-	SPORT CLUB/	MAIL ORDER
Base: Have Referenced At Least One Source To Obtain Information About Cigars	100.0		177 100.0 47.6		93 100.0 25.0			73 100.0 19.6	15 100.0 4.0	27 100.0 7.3	100.0		164 100.0 44.1	178 100.0 47.8	28 100.0 7.5	218 100.0 58.6	54 100.0 14.5	22 100.0 5.9	6 100.0 1.6	45 100.0 12.1
Cigar books and/or guides	27 7.3 100.0	7.8	11 6.2 40.7	9 8.6 33.3	7 7.5 25.9		5 9.8 18.5		2 13.3 7.4		7.1 33.3	18 7.3 66.7	5 3.0 18.5		4 14.3 14.8	13 6.0 48.1	3 5.6 11.1	1 4.5 3.7		7 15.6 25.9
Magazine (Net)	80 21.5 100.0	13 14.4 16.3				34.8			6 40.0 7.5	7 25.9 8.8	22 17.3 27.5		36 22.0 45.0	19.7		54 24.8 67.5	5 9.3 6.3	1 4.5 1.3	-	13 28.9 16.3
Cigar Aficionado Magazine	73 19.6 100.0	14.4				26.1		17.8	6 40.0 8.2	7 25.9 9.6	19 15.0 26.0	54 22.0 74.0	34 20.7 46.6	17.4	8 28.6 11.0	50 22.9 68.5	-	1 4.5 1.4	- -	12 26.7 16.4
Smoke Magazine	7 1.9 100.0	-	5 2.8 71.4			8.7	- - -	-	- - -	-	3 2.4 42.9		2 1.2 28.6			4 1.8 57.1	-	-	- - -	1 2.2 14.3
The Internet	14 3.8 100.0	6.7	4.0		- - -	1 2.2 7.1			- - -	1 3.7 7.1			10 6.1 71.4	2.2			7.4	-	- - -	2 4.4 14.3
Tobacconists/Smoke shop personnel	111 29.8 100.0	28.9	29.9	30.5	33.3	17.4	27.5	26.0		8 29.6 7.2	30.7	29.4		30.3	32.1	69 31.7 62.2	27.8	36.4	16.7	
Friends, relatives and/or business associates	137 36.8	42.2	64 36.2 46.7	33.3	40.9	39.1	23.5		33.3	11 40.7 8.0				36.5		74 33.9 54.0	50.0	54.5	83.3	

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Research
Custom
RPD

Table 153
Q.2d SEC.D Which Information Source Has The Most Reliable Information?

																=====	======	=====:	:=====:	=====
		SMO	CING TE	ENURE		NG FREG N-SEAS(SE				TRADI			REST- AURANT	
		2 YEARS	7 40	11 OR		2-3	4+	SMOKI	=====	T OFTEN	TOB/ PRO	TIONAL ACCO DUCTS		OF SMC		-TION -AL TOB-	TOB-	CON- VENI- ENCE/	-	
	PRE- MIUM =====	OR LESS	3-10 YEARS		PER WEEK =====	PER WEEK =====	PER WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO =====		35-54 =====		ACCO SHOP	ACCO OUTLET		CLUB/ EVENT	MAIL ORDER
Base: Have Referenced At Least One Source To Obtain Information About Cigars		90 100.0 24.2	177 100.0 47.6			100.0		73 100.0 19.6						178 100.0 47.8			100.0	22 100.0 5.9		45 100.0 12.1
None of these	0.5 100.0	- -		1 1.0 50.0		-	1 2.0 50.0		-	- - -	0.8 50.0	1 0.4 50.0	- - -	2 1.1 100.0	-	- - -	:	-		2 4.4 100.0
Don't know	0.3 100.0	- -	0.6 100.0	-	-	- -	- - -	-	- - -	•		0.4 100.0		0.6 100.0		0.5 100.0	- - -	-	-	-
Sigma	372 100.0 100.0	100.0	177 100.0 47.6			100.0	51 100.0 13.7	73 100.0 19.6		27 100.0 7.3		245 100.0 65.9			28 100.0 7.5	218 100.0 58.6	100.0		6 100.0 1.6	100.0



Table 154
Q.2e SEC.D Which Would You Say Would Be The Second-Most Reliable Source?

STORE PURCHASE CIGARS
AT MOST OFTEN

			KING T		(NO	NG FREG	(JANC		LCAD D	DAND	US					TRADI		CERY/	REST- AURANT	
		2			1 OR				GAR BI	T OFTEN	TOBA	LIONAL				-TION -AL		CON- VENI-		
	TOTAL	YEARS		11 OR		2-3	4+			======		DUCTS	AGE	OF SMC	KER	TOB-	TOB-		SPORT	
	PRE-	OR	3-10		PER	PER	PER			ARTURO								DIS-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK		WEEK			FUENTE		NO =====		35-54 =====			OUTLET	COUNT	EVENT	ORDER
Base: Have Referenced 2 Or	244	59	124	61	56	30	33	49	14	20	78	166	115	118	10	151	35	15	3	27
More Sources To Obtain	100.0	100.0	100.0	100.0	100.0	100.0								100.0					100.0	
Information About Cigars	100.0	24.2	50.8	25.0	23.0	12.3	13.5	20.1	5.7	8.2				48.4		61.9	14.3	6.1	1.2	
Cigar books and/or guides	16	7	6	3	6	4	-	7	-	3	6	10	10	5	1	12	2	-	1	-
		11.9	4.8	4.9	10.7			14.3	-	15.0	7.7		8.7	4.2	10.0	7.9	5.7	-	33.3	-
	100.0	43.8	37.5	18.8	37.5	25.0	-	43.8	-	18.8	37.5	62.5	62.5	31.3	6.3	75.0	12.5	•	6.3	-
Magazine (Net)	52			11	15	8	4	11	5	5	15	37	20	31	1	35	9	1	-	5
	100.0	16.9 19.2			26.8 28.8			22.4	35.7	25.0	19.2		17.4	26.3		23.2	25.7	6.7	-	18.5
	100.0	19.2	39.0	21.2	20.0	15.4	7.7	21.2	9.6	9.6	28.8	71.2	38.5	59.6	1.9	67.3	17.3	1.9	-	9.6
Cigar Aficionado Magazine	44		26	11	14	7	3	7	5	3	14	30	17	26	1	27	9	1	-	5
		11.9			25.0					15.0		18.1	14.8	22.0	10.0	17.9	25.7	6.7		18.5
	100.0	15.9	59.1	25.0	31.8	15.9	6.8	15.9	11.4	6.8	31.8	68.2	38.6	59.1	2.3	61.4	20.5	2.3	-	11.4
Smoke Magazine	8	3	-	-	1	1	1	4	-	2	1	7	3	5	•	8	-		-	-
	3.3	5.1	4.0	-	1.8		3.0	8.2	-	10.0	1.3	4.2	2.6	4.2	-	5.3	-	-	-	-
	100.0	37.5	62.5	-	12.5	12.5	12.5	50.0	-	25.0	12.5	87.5	37.5	62.5	-	100.0	-	-	-	-
The Internet	_ 8	_ 2	3	3	_ 2	-	-	1	1	-	2	6	2	6	-	3	1	-	-	3
	3.3	3.4	2.4	4.9	3.6	-	-	2.0	7.1	-	2.6	3.6	1.7	5.1	-	2.0	2.9	-	-	
	100.0	25.0	37.5	37.5	25.0	•	-	12.5	12.5	•	25.0	75.0	25.0	75.0	-	37.5	12.5	•	-	37.5
Tobacconists/Smoke shop	72	20	35	17	16	6	10	13	3	7	23	49	41	29	1	45	11	7	2	5
personnel	29.5				28.6		30.3	26.5	21.4	35.0	29.5			24.6	10.0	29.8	31.4	46.7	66.7	18.5
	100.0	27.8	48.6	23.6	22.2	8.3	13.9	18.1	4.2	9.7	31.9	68.1	56.9	40.3	. 1.4	62.5	15.3	9.7	2.8	6.9
Friends, relatives and/or	91	20	47	24	17	11	18	15	5	5	30	61	42	42	7	54	12	6	_	12
business associates	37.3				30.4	36.7	54.5	30.6	35.7	25.0	38.5	36.7	36.5	35.6	70.0	35.8	34.3	40.0	-	44.4
	100.0	22.0	51.6	26.4	18.7	12.1	19.8	16.5	5.5	5.5	33.0	67.0	46.2	46.2	7.7	59.3	13.2	6.6	-	13.2

STORE PURCHASE CIGARS

50.0

100.0 100.0

27

Table 154
Q.2e SEC.D Which Would You Say Would Be The Second-Most Reliable Source?

AT MOST OFTEN DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 SMOKED MOST OFTEN TOBACCO -AL VENI- BAR/ TOTAL YEARS 11 OR LESS 2-3 4+ **PRODUCTS** AGE OF SMOKER TOB-TOB-ENCE/ SPORT 3-10 MORE PER PER PÉR MACA- PART- ARTURO ======== === ACCO ACCO DIS- CLUB/ MIUM LESS YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT 244 59 124 61 56 30 33 49 14 20 78 166 115 118 10 151 35 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 24.2 50.8 25.0 23.0 12.3 13.5 20.1 8.2 32.0 68.0 47.1 48.4 5.7 4.1 61.9 14.3 6.1 1.2 11.1 2 1.2 8.0 3.3 3.3 2.0 1.3 1.2 2.5 0.7 6.7 3.7 100.0 33.3 66.7 33.3 33.3 33.3 66.7 - 100.0 33.3 33.3 33.3 2 2 1 0.8 0.8 1.6 3.0 2.0 1.3 0.6 0.7 1.7 3.7

50.0

78

20

50.0

166

8.2 32.0 68.0 47.1 48.4

- 100.0

118

115

100.0 100.0 100.0 100.0 100.0 100.0 100.0

50.0

151

35

14.3

100.0 100.0

15

6.1

10

4.1 61.9

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Base: Have Referenced 2 Or

100.0

244

50.0

124

59

50.0

61

56

100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0

100.0 24.2 50.8 25.0 23.0 12.3 13.5 20.1

30

50.0

33

50.0

49

14

5.7

More Sources To Obtain

None of these

Don't know

Sigma

Information About Cigars



Table 155 Q.3a SEC.D Which Cigar Accessories Do You Currently Own?

										AND OFTEN	TOBA	IONAL	ACE	OF SMC	שעכם	TRADI -TION -AL TOB-	TOB-	CERY/ CON- VENI-	•	
	PRE- MIUM	OR 3	3-10 YEARS	MORE YEARS	PER WEEK	PER WEEK	PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO NO	===== 18-34	35- 54	55+	ACCO SHOP		DIS- COUNT		ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 1 24.8	186 100.0 45.6		105 100.0 25.7				16 100.0 3.9	28 100.0 6.9		264 100.0 64.7			37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Humidor	232 56.9 100.0		103 55.4 44.4	77 63.6 33.2		30 60.0 12.9	43 71.7 18.5	43 53.8 18.5	10 62.5 4.3	21 75.0 9.1	75 52.1 32.3	157 59.5 67.7	80 46.0 34.5	125 64.1 53.9	25 67.6 10.8	134 57.5 57.8	27 45.0 11.6	11 40.7 4.7		41 78.8 17.7
Humidification system	98 24.0 100.0		48 25.8 49.0	30 24.8 30.6			17 28.3 17.3	15 18.8 15.3	5 31.3 5.1	12 42.9 12.2	25 17.4 25.5	73 27.7 74.5	35 20.1 35.7	51 26.2 52.0	10 27.0 10.2		11 18.3 11.2	4 14.8 4.1		21 40.4 21.4
Cigar cutter	358 87.7 100.0		165 88.7 46.1	108 89.3 30.2		47 94.0 13.1	52 86.7 14.5	71 88.8 19.8	15 93.8 4.2	28 100.0 7.8		239 90.5 66.8	153 87.9 42.7	171 87.7 47.8	32 86.5 8.9	206 88.4 57.5	50 83.3 14.0	21 77.8 5.9	6 100.0 1.7	48 92.3 13.4
Cigar ashtray	151 37.0 100.0		74 39.8 49.0	55 45.5 3 6.4	28 26.7 18.5	22 44.0 14.6	21 35.0 13.9			12 42.9 7.9		98 37.1 64.9	58 33.3 38.4	76 39.0 50.3	16 43.2 10.6	89 38.2 58.9	16 26.7 10.6	7 25.9 4.6	83.3	23 44.2 15.2
Cigar lighter	192 47.1 100.0		98 52.7 51.0				32 53.3 16.7		8 50.0 4.2	13 46.4 6.8	58 40.3 30.2		85 48.9 44.3	89 45.6 46.4	17 45.9 8.9	114 48.9 59.4	22 36.7 11.5	12 44.4 6.3		
Cigar holder	79 19.4 100.0	10 9.9 12.7	44 23.7 55.7			7 14.0 8.9			3 18.8 3.8	6 21.4 7.6		55 20.8 69.6	28 16.1 35.4	43 22.1 54.4	8 21.6 10.1	46 19.7 58.2	6 10.0 7.6	3 11.1 3.8	3 50.0 3.8	
Travel humidor	75 18.4 100.0	20 19.8 26.7	30 16.1 40.0	25 20.7 33.3	10 9.5 13.3	6 12.0 8.0		15 18.8 20.0				56 21.2 74.7		45 23.1 60.0		47 20.2 62.7		3 11.1 4.0	-	18 34.6 24.0

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INPD 011512

Research
Custom RPD

STORE PURCHASE CIGARS

Table 155 Q.3a SEC.D Which Cigar Accessories Do You Currently Own?

																	MOST O	FTEN	,
	SMO	KING TI	ENURE		NG FRE		_			U	_				TRADI		CERY/	REST- AURANT	
	2====:	=====	=====	1 00	=====	=====		IGAR BI			IONAL				-TION			/CIGAR	
TOTAL	YEARS		11 OP	1 OR LESS	2.3	4+			OFTEN		ACCO DUCTS	4.05	05 644	מערם	-AL	TOD	VENI-	-	
PRE-	OR	3-10	MORE	PER	PER	PER			ARTURO				OF SMO		TOB-	TOB- ACCO		SPORT	MATI
MIUM	LESS		YEARS		WEEK	WEEK			FUENTE		NO		35-54					CLUB/ EVENT	MAIL ORDER
=====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	=====	=====	=====	======	=====	CACMI	=====
																	_		
408											264						27	6	52
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
	_																		
24				12	_	_	-	-		11		8	13	3	14	5	2	-	1
5.9									-	7.6	4.9	4.6	6.7	8.1	6.0	8.3	7.4	•	1.9
100.0	37.5	37.5	25.0	50.0	8.3	12.5	20.8	-	-	45.8	54.2	33.3	54.2	12.5	58.3	20.8	8.3	-	4.2
1209			379														63	20	192
	256.4														303.0	236.7	233.3	333.3	369.2
100.0	21.4	47.2	31.3	20.0	12.2	16.5	19.2	4.5	7.9	31.8	68.2	38.9	50.7	9.8	58.4	11.7	5.2	1.7	15.9

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Base: Total Respondents

Don't know

Sigma



Table 156
Q.3b SEC.D Which Accessory Do You Plan On Buying Or Replacing In The Next 12 Months?

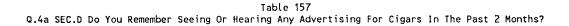
																=====	:=====:	=====	======	=====
			CING TE	ENURE	-	I-SEASO	ONAL)	C.	GAR BF	PAND	US ADD 13	SE TIONAL				TRADI		-	REST- AURANT /CIGAR	
	TOTAL PRE-	2	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOKE =====: MACA-	D MOST	OFTEN ETTER ARTURO	TOBA PROD	ACCO OUCTS	=====		=====	-AL TOB- ACCO	TOB- ACCO	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL
	MIUM =====		YEARS	YEARS						FUENTE	YES =====	NO =====		35-54 =====			OUTLET		EVENT	ORDER
Base: Total Respondents	408 100.0 100.0						60 100.0 14.7	80 100.0 19.6		28 100.0 6.9		264 100.0 64.7			37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Humidor	78 19.1 100.0		41 22.0 52.6		27 25.7 34.6	14 28.0 17.9		11 13.8 14.1	5 31.3 6.4	5 17.9 6.4	39 27.1 50.0	39 14.8 50.0	49 28.2 62.8	26 13.3 33.3	3 8.1 3.8	23.6	11 18.3 14.1	1 3.7 1.3	2 33.3 2.6	
Humidification system	25 6.1 100.0	9 8.9 36.0	9 4.8 36.0		7 6.7 28.0	8.0 16.0		5.0 16.0		4 14.3 16.0			14 8.0 56.0	11 5.6 44.0	-	14 6.0 56.0	6 10.0 24.0	-	-	5 9.6 20.0
Cigar cutter	69 16.9 100.0	19 18.8 27.5	18.8	12.4		3 6.0 4.3			3 18.8 4.3	5 17.9 7.2		46 17.4 66.7	34 19.5 49.3	30 15.4 43.5	5 13.5 7.2		13 21.7 18.8	11.1	3 50.0 4.3	17.3
Cigar ashtray	32 7.8 100.0	12.9	5.9		7.6	4.0 6.3	8.3	7 8.8 21.9	-	4 14.3 12.5		17 6.4 53.1	19 10.9 59.4		5.4 6.3	8.6	6.7 12.5	7.4	-	7.7 12.5
Cigar lighter	63 15.4 100.0	15.8	17.2	12.4			11.7		25.0			38 14.4 60.3	31 17.8 49.2		5.4 3.2	15.5	9 15.0 14.3	3.7		15.4
Cigar holder	20 4.9 100.0	8.9	4.3	2.5	4.8	3 6.0 15.0	5.0	7.5	-			5.3	14 8.0 70.0	6 3.1 30.0	-			-	1 16.7 5.0	
Travel humidor □	64 15.7 100.0	19.8	12.9		16.2		16.7			7 25.0 10.9	29 20.1 45.3	35 13.3 54.7	33 19.0 51.6	13.3				11.1	16.7	

STORE PURCHASE CIGARS

Table 156 Q.3b SEC.D Which Accessory Do You Plan On Buying Or Replacing In The Next 12 Months?

																	AT I	MOST O	FTEN	
																=====	======	=====	======	=====
		SMO	KING T	ENURE	(NO	NG FRE N-SEAS	ONAL)					SE				TRADI			REST - AURANT	
	TOTAL	2 YEARS			1 OR				IGAR B ED MOS	RAND T OFTEN		TIONAL ACCO				-TION -AL		CON- VENI-	/CIGAR BAR/	
	PRE-	OR		11 OR MORE	PER	2-3 PER	4+ PER			ARTURO		DUCTS	AGE	OF SM	OKER	TOB-	TOB- ACCO	ENCE/	SPORT	
	=====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO		35-54 =====		SHOP	OUTLET			ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	100.0	80 100.0 19.6	100 0	100.0	100.0		174 100.0 42.6	100.0	100.0			100.0		100.0
Don't know	192 47.1 100.0	43 42.6 22.4	82 44.1 42.7		47 44.8 24.5		48.3	41 51.3 21.4		11 39.3	56 38.9	136	58 33.3	108 55.4	24 64.9	98 42.1	27 45.0	19	1 16.7	12.7 30 57.7 15.6
Sigma	543 133.1 100.0	154 152.5 28.4	242 130.1 44.6	147 121.5 27.1		67 134.0 12.3				41	203 141.0	340 128.8	252	248 127.2	41	317	80 133.3	29	11 183.3	68

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																=====	-=====	=====	:====:	=====
																		DRUG/		
					SMOKIN	G FREG	DUENCY											GRO-	REST-	
		SMOK	CING TE	NURE	(NON	-SEASO	ONAL)				US	SE .				TRADI		CERY/	AURANT	
		=====	=====	.=====	=====	======		C	GAR B	RAND	ADDIT	IONAL				-TION		CON-	/CIGAR	
		2			1 OR			SMOKE	ED MOST	T OFTEN	TOBA	CCO				-AL		VENI-	BAR/	
	TOTAL	YEARS		11 OR	LESS	2-3	4+	=====	=====	======	PROD	UCTS	AGE	OF SMC	KER	TOB-	TOB-	ENCE/	SPORT	
	PRE-		3-10	MORE			PER	MACA-	PART-	ARTURO										MAIL
				YEARS			WEEK			FUENTE			18-34				OUTLET			ORDER
	=====	=====	=====	=====	=====	=====	=====			======							======	=====	======	=====
Base: Total Respondents	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
Dado. Forat Modpolito				100.0													100.0	100.0	100.0	100.0
				29.7								64.7								
	100.0	24.0	43.0			12.5		.,.0	3.,	•••	32.0	• • • • • • • • • • • • • • • • • • • •	10.0	,,,,		J		0.0		
Yes	206	42	86	78	54	29	28	39	10	13	73	133	80	109	16	117	27	12	4	33
	50.5			64.5				48.8				50.4		55.9	43.2	50.2	45.0	44.4	66.7	63.5
	100.0			37.9	-	14.1						64.6				56.8		5.8	1.9	16.0
	,,,,,																			
No	198	59	99	40	50	21	31	40	6	14	70	128	92	85	20	114	31	15	2	19
	48.5	58.4	53.2	33.1	47.6	42.0	51.7	50.0	37.5	50.0	48.6	48.5	52.9	43.6	54.1	48.9	51.7	55.6	33.3	36.5
	100.0	29.8	50.0		25.3							64.6				57.6	15.7	7.6	1.0	9.6
Don't know	4	-	1	3	1	-	1	1	-	1	1	3	2	1	1	2	2	-	-	-
	1.0	-	0.5	2.5	1.0	-	1.7	1.3	-	3.6	0.7	1.1	1.1	0.5	2.7	0.9	3.3	-	-	-
	100.0		25.0	75.0	25.0	-	25.0	25.0	-	25.0	25.0	75.0	50.0	25.0	25.0	50.0	50.0	-	-	-
Sigma	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0			29.7							35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7

Table 158 Q.4b SEC.D Where Did You See Or Hear The Cigar Advertising In The Past 2 Months?

																=====	======	=====	======	=====
			KING T	ENURE	(NO	NG FRE	ONAL)					SE				TRADI			REST - AURANT	
	TOTAL PRE-	2 YEARS OR			1 OR LESS		4+ PER	SMOK	=====	RAND FOFTEN ====== ARTURO	TOB/ PRO	TIONAL ACCO DUCTS	AGE	OF SM	OKER	-TION -AL TOB-	TOB-	VENI- ENCE/	SPORT	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NΩ	18-34	35-5/	55+	CHUD	ACCO OUTLET	COLINIT	CLUB/ EVENT	MAIL ORDER
Base: Have Seen Or Heard Advertising For Cigars In The Past 2 Months	206 100.0 100.0	100.0	100.0	78 100.0 37. 9	54 100.0 26.2	29 100.0 14.1	28 100.0 13.6	39 100.0 18.9	10 100.0 4.9	13 100.0 6.3	73 100.0 35.4	133 100.0 64.6	80 100.0 38.8	109 100.0 52.9		117 100.0 56.8	27 100.0 13.1	12 100.0 5.8	4 100.0 1.9	33 100.0 16.0
Newspaper	20 9.7 100.0				3 5.6 15.0	1 3.4 5.0	1 3.6 5.0		-		8 11.0 40.0		5 6.3 25.0		2 12.5 10.0		7.4 10.0	2 16.7 10.0	- - -	2 6.1 10.0
τν	8 3.9 100.0	-	4.7 50.0		2 3.7 25.0	1 3.4 12.5	1 3.6 12.5		1 10.0 12.5		2 2.7 25.0	6 4.5 75.0	1 1.3 12.5	7 6.4 87.5	:	6 5.1 75.0	-	-	- - -	1 3.0 12.5
Radio	23 11.2 100.0		12.8	9 11.5 39.1	9.3 21.7	3 10.3 13.0	4 14.3 17.4	5 12.8 21.7	-	7.7 4.3	7 9.6 30.4	16 12.0 69.6	11 13.8 47.8	10 9.2 43.5	2 12.5 8.7	11.1	2 7.4 8.7		1 25.0 4.3	2 6.1 8.7
Magazine (Net)	132 64.1 100.0	26 61.9 19.7			35 64.8 26.5	15 51.7 11.4	16 57.1 12.1	24 61.5 18.2	7 70.0 5.3			88 66.2 66.7		69 63.3 52.3	8 50.0 6.1	76 65.0 57.6	18 66.7 13.6	7 58.3 5.3	2 50.0 1.5	20 60.6 15.2
Trade Magazine	82 39.8 100.0			32 41.0 39.0			10 35.7 12.2		4 40.0 4.9		25 34.2 30.5	57 42.9 69.5	33 41.3 40.2		5 31.3 6.1	48 41.0 58.5	11 40.7 13.4	5 41.7 6.1	1 25.0 1.2	
News Magazine	36 17.5 100.0	6 14.3 16.7			7 13.0 19.4	4 13.8 11.1	3 10.7 8.3	5 12.8 13.9	2 20.0 5.6		14 19.2 38.9	22 16.5 61.1	10 12.5 27.8	23 21.1 63.9	2 12.5 5.6	17 14.5 47.2	5 18.5 13.9	2 16.7 5.6	-	8 24.2 22.2
Fashion Magazine	25 12.1 100.0							6 15.4 24.0	1 10.0 4.0			17 12.8 68.0	16 20.0 64.0	8 7.3 32.0		16 13.7 64.0	5 18.5 20.0		1 25.0 4.0	2 6.1 8.0

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INPD of the Research

Table 158
Q.4b SEC.D Where Did You See Or Hear The Cigar Advertising In The Past 2 Months?

																======		=====	======	:=====
			CING TE			-SEASC	NAL)	CI	GAR BF	RAND	US ADD I T	SE TIONAL				TRADI		-	REST- AURANT /CIGAR	
		2			1 OR					OFTEN	TOBA	CCO				-AL		VENI-	BAR/	
	TOTAL	YEARS		11 OR		2-3	4+			:=====	PROD	OUCTS	AGE	OF SMO	KER	TOB-	TOB-	ENCE/	SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	=====	=====	=====		=====	=====	=====	=====	=====	=====	====	=====	=====	=====	=====	======	=====
Base: Have Seen Or Heard	206			78	54	29	28	39	10	13 100.0	73		80 100 0	109	16 100 0		27 100 0	12 100.0	4 100.0	33 100.0
Advertising For Cigars In The Past 2 Months	100.0	20.4	41.7	37.9	26.2	14.1	13.6	18.9	4.9					52.9						16.0
Billboards	7	1	1	5	2	1	-	1	-	-	4	3	2	5	-	4	2	-	-	-
	3.4	2.4		-				2.6	-			2.3		4.6		3.4			-	-
	100.0	14.3	14.3	71.4	28.6	14.3	-	14.3	-	-	57.1	42.9	28.6	71.4	-	57.1	28.6	-	-	-
Bar/Pub	19	5	7	7	5	1	3	5	1	-	7	12	9	9	1	11	-	2	2	3
Bat / Lab		11.9		9.0			10.7	12.8	10.0	-	9.6	9.0	11.3	8.3	6.3	9.4	-	16.7		9.1
				36.8			15.8	26.3	5.3	-	36.8	63.2	47.4	47.4	5.3	57.9	-	10.5	10.5	15.8
	43	^	19	15	11	0	8	8	3	2	18	25	15	24	4	24	7	1	1	8
Other		21.4				71 N	28.6						18.8		,			8.3	25.0	
	100.9			34.9					7.0		41.9		34.9			55.8				
	100.0	20.7	74.6	. 3,.,	2210	2017														
Don't know	2	: 1	-	1	-	-	-	-	-	-	1	1	-	2	-	1	-	-	-	1
	1.0			1.3		-	-	•	-		1.4			1.8		0.9		-	-	3.0
	100.0	50.0	- ا	50.0	-	-	-	-	-	-	50.0	50.0	-	100.0	-	50.0	-	-	-	50.0
Sigma	265	49	108	108											17			15	6	39
0.13000	128.6	116.7	125.6	138.5	122.2	120.7	117.9	135.9	120.0	115.4	128.8	128.6	127.5	133.0	106.3	129.1	125.9	125.0	150.0	118.2
				40.8						5.7	35.5	64.5	38.5	54.7	6.4	57.0	12.8	5.7	2.3	14.7

Table 159
Q.4c SEC.D Can You Remember What Brand(s) Were Being Advertised?

																=====	======	=====	======	=====
			KING T		(NO	N-SEAS						SE				TRADI			REST- AURANT	
	TOTAL PRE-	2 YEARS OR		11 OR MORE	1 OR LESS	2-3 PER	===== 4+ PER	SMOK	=====	RAND T OFTEN ====== ARTURO	TOB/ PRO	TIONAL ACCO DUCTS	AGE	OF SMO	OKER	-TION -AL TOB-	TOB- ACCO	VENI- ENCE/	SPORT	
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	CHOD		DIS- COUNT	EVENT	00000
Base: Have Seen Or Heard Advertising For Cigars In The Past 2 Months	206 100.0 100.0	100.0	100.0	78 100.0 37.9	54 100.0 26.2	29 100.0 14.1	28 100.0 13.6	100.0	100.0	13 100.0 6.3	73 100.0 35.4	133 100.0 64.6	80 100.0 38.8	109 100.0 52.9	16 100.0 7.8	100.0	100.0	12 100.0 5.8	100.0	33 100.0 16.0
Domestic Brands (Net)	3 1.5 100.0	- - -	2 2.3 66.7	1 1.3 33.3	-	- - -	1 3.6 33.3	-	-		1 1.4 33.3	2 1.5 66.7	2.5 66.7	0.9 33.3	- - -	2 1.7 66.7		1 8.3 33.3		-
Garcia y Vega/Whiffs	0.5 100.0	-	1 1.2 100.0	- -	- - -	-	1 3.6 100.0	-	-	- - -	-	0.8 100.0	1 1.3 100.0	-	-	- - -	:	8.3 100.0		- -
Swisher/Sweets	2 1.0 100.0	-	1 1.2 50.0	1 1.3 50.0	-	-	- - -	- - -	-	-	1 1.4 50.0	1 0.8 50.0	1 1.3 50.0	1 0.9 50.0	- -	2 1.7 100.0		-		- -
Premium Brands (Net)	82 39.8 100.0		35 40.7 42.7		26 48.1 31.7		12 42.9 14.6	16 41.0 19.5	5 50.0 6.1	6 46.2 7.3	27 37.0 32.9	55 41.4 67.1	35 43.8 42.7		7 43.8 8.5	54 46.2 65.9	8 29.6 9.8	3 25.0 3.7		12 36.4 14.6
Arturo Fuente	13 6.3 100.0	5 11.9 38.5	7 8.1 53.8		6 11.1 46.2	2 6.9 15.4		7.7 23.1	1 10.0 7.7	2 15.4 15.4	5 6.8 38. 5	8 6.0 61.5	8 10.0 61.5	5 4.6 38.5	-	8 6.8 61.5	2 7.4 15.4	- - -	-	2 6.1 15.4
Ashton	7 3.4 100.0	2 4.8 28.6	3 3.5 42.9	2 2.6 28.6	1 1.9 14.3	-	7.1 28.6	3 7.7 42.9	-	7.7 14.3	1 1.4 14.3	6 4.5 85.7	3 3.8 42.9	3 2.8 42.9	1 6.3 14.3	3 2.6 42.9	2 7.4 28.6	- - -	-	1 3.0 14.3
Astral	0.5 100.0	1 2.4 100.0	- - -	-	-	-	-	1 2.6 100.0	-	- . - -		0.8 0.00	-	1 0.9 100.0	-	1 0.9 100.0	-	- - -	-	- - -

NPD Custom Research



Table 159
Q.4c SEC.D Can You Remember What Brand(s) Were Being Advertised?

			KING T	=====	(NOR ====== 1 OR	NG FREG N-SEASO	ONAL)		IGAR BI	RAND FOFTEN	TOBA	IONAL				TRADI -TION -AL		CON- VENI-	AURANT /CIGAR BAR/	
	TOTAL PRE- MIUM	YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	OF SMC ====== 35-54 =====	55+	SHOP	TOB- ACCO OUTLET		CLUB/	MAIL ORDER
Base: Have Seen Or Heard Advertising For Cigars In The Past 2 Months	206 100.0 100.0	100.0	100.0	100.0					10 100.0 4.9	13 100.0 6.3		133 100.0 64.6		109 100.0 52.9	16 100.0 7.8	100.0	27 100.0 13.1	12 100.0 5.8	4 100.0 1.9	33 100.0 16.0
Avo	4 1.9 100.0	2.4		-	-	-	-	1 2.6 25.0	-	1 7.7 25.0	2.7 50.0		2.5 50.0		6.3 25.0	3.4 100.0	-	-	-	- - -
Bering (Premium)	1.0 100.0	-	- -	2.6 100.0	-	1 3.4 50.0	1 3.6 50.0		1 10.0 50.0		1 1.4 50.0	1 0.8 50.0	-	2 1.8 100.0	-		-		-	•
Cabanas	0.5 100.0	1 2.4 100.0	-	-	-	-	-	-	- - -	-	- - -	0.8 100.0	-	0.9 100.0	-	-	-	-	-	1 3.0 100.0
Cohiba	16 7.8 100.0	9.5					3 10.7 18.8	12.8		7.7	4 5.5 25.0		7 8.8 43.8	8 7.3 50.0	6.3 6.3					- - -
Davidoff	3.4 100.0		7.0 85.7	1.3		-	3.6 14.3			7.7	5 6.8 71.4		3.8 42.9	4 3.7 57.1		5 4.3 71.4	3.7			- - -
Don Diego	3.9 100.0	11.9	1.2		7.4			-	-	1 7.7 12.5		7 5.3 87.5	5.0 50.0				7.4		- - -	1 3.0 12.5
Don Juan	0.5 100.0		1.2 1.2 100.0	! -	1 1.9 100.0	-	-	- - -	-	-	-	0.8 100.0		- - -	- - -	0.9 100.0		- - -		

Table 159
Q.4c SEC.D Can You Remember What Brand(s) Were Being Advertised?

			KING TI		(NO	NG FREG	ONAL)	C.	IGAR BI	PAND	US ADD 11	SE TIONAL			-	TRADI			REST- AURANT /CIGAR	
	TOTAL PRE- MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR	1 OR LESS PER	2-3 PER	4+ PER	SMOKI =====: MACA- NUDO	D MOS PART- AGAS	OFTEN ARTURO FUENTE	TOBA PROD ===== YES	ACCO DUCTS	===== 18-34	OF SMC		-AL TOB- ACCO	OUTLET	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL ORDER =====
Base: Have Seen Or Heard Advertising For Cigars In The Past 2 Months	206 100.0 100.0				54 100.0 26.2				10 100.0 4.9	13 100.0 6.3		133 100.0 64.6		109 100.0 52.9	16 100.0 7.8	117 100.0 56.8	27 100.0 13.1	12 100.0 5.8	4 100.0 1.9	33 100.0 16.0
Don Lino	1.0 100.0	-	1 1.2 50.0	1 1.3 50.0	- -	-	1 3.6 50.0	-	- - -	-	-	1.5 100.0	-	2 1.8 100.0		1.7 100.0		<u>.</u>	- - -	- -
Don Tomas	2 1.0 100.0	1 2.4 50.0	-	1 1.3 50.0	1 1.9 50.0	-	-	- -	-	-		2 1.5 100.0	1 1.3 50.0	1 0.9 50.0		2 1.7 100.0	- - -	- - -	:	-
Dunhill	2.9 100.0	7.1 50.0	3.5 50.0	- - -	1 1.9 16.7	-	1 3.6 16.7	2 5.1 33.3	-	-	1 1.4 16.7	5 3.8 83.3	5.0 66.7	2 1.8 33.3		6 5.1 100.0	:	-	:	•
Excalibur	0.5 100.0		1 1.2 100.0		1 1.9 100.0	-	-	-				0.8 100.0	1 1.3 100.0	-	-	0.9 100.0	:	-	:	
Fuente	1.9 100.0	1 2.4 25.0	2.3 50.0	1 1.3 25.0	1 1.9 25.0	-	-	1 2.6 25.0		- -	1 1.4 25.0	3 2.3 75.0	-	3.7 100.0	-	3 2.6 75.0	- - -	-	-	1 3.0 25.0
H. Upmann	7 3.4 100.0	1 2.4 14.3	6 7.0 85.7	-	4 7.4 57.1	-	1 3.6 14.3	1 2.6 14.3	- - -	-	3 4.1 42.9	3.0 57.1	4 5.0 57.1	3 2.8 42.9	-	_ :	1 3.7 14.3		- - -	- -
Hoyo de Monterrey	9 4.4 100.0	7.1 33.3	3.5 33.3	3 3.8 33.3	2 3.7 22.2		1 3.6 11.1	1 2.6 11.1	1 10.0 11.1	1 7.7 11.1	1 1.4 11.1	8 6.0 88.9	5.0 44.4	5 4.6 55.6	-	5 4.3 55.6	2 7.4 22.2	- - -	-	1 3.0 11.1

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INPD 011521

Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE



Table 159 Q.4c SEC.D Can You Remember What Brand(s) Were Being Advertised?

																		A I I :======	1051 0		
				(ING TE		(NO	NG FREG	NAL)	Ci	IGAR BF	RAND	US ADD I T	SE 'IONAL				TRADI		DRUG/ GRO- CERY/		
		TOTAL PRE- MIUM	OR LESS	3-10 YEARS	YEARS	PER WEEK	PER WEEK	WEEK	SMOKE =====: MACA- NUDO	D MOST PART- AGAS	OFTEN ARTURO FUENTE	TOBA PROD ====== YES	CCO OUCTS 	18-34	35-54	==== 55+	-AL TOB- ACCO SHOP	TOB- ACCO OUTLET	VENI- ENCE/ DIS- COUNT	BAR/ SPORT CLUB/	ORDER
Base: Have Seen Or Hea Advertising For Cigars Past 2 Months		206	42	86 100.0	78	54	29 100.0	28	39	10	13	73	133	80	109 100.0 52.9	16	117	27 100.0 13.1	12	4	33 100.0
La Fontana		0.5 100.0	- - -	1 1.2 100.0	-	1 1.9 100.0	-	-	-	1 10.0 100.0	-	-	0.8 100.0	-	0.9 100.0	- -	0.9 100.0	- -	- - -	- - -	-
Leon Jimenes		0.5 100.0	1 2.4 100.0	- - -	-	- - -	-	3.6 100.0	-	- - -	1 7.7 100.0	-	0.8 100.0	- - -	1 0.9 100.0	- - -	- - -	1 3.7 100.0	- - -	- - -	- - -
Macanudo		37 18.0 100.0	7 16.7 18.9	16 18.6 43.2	14 17.9 37.8	11 20.4 29.7		5 17.9 13.5	9 23.1 24.3	2 20.0 5.4	3 23.1 8.1	15 20.5 40.5	22 16.5 59.5	16 20.0 43.2	18 16.5 48.6	3 18.8 8.1	26 22.2 70.3	2 7.4 5.4	2 16.7 5.4	- - -	
0pus		0.5 100.0	- - -	1 1.2 100.0	- - -	- - -	1 3.4 100.0	-	•	-	-	1 1.4 100.0	- - -	-	0.9 100.0	-	0.9 100.0	· -	- - -	-	- - -
Padron		0.5 100.0	-	1 1.2 100.0	-	- - -	1 3.4 100.0	•	-	- - -	- -	1 1.4 100.0	- - -	-	0.9 100.0	- - -	0.9 100.0	-	- -	- - -	- - -
Partagas		20 9.7 100.0	5 11.9 25.0		7 9.0 3 5.0	3 5.6 15.0		6 21.4 30.0	3 7.7 15.0	2 20.0 10.0	4 30.8 20.0	5.5 20.0	16 12.0 80.0	5 6.3 25.0	13 11.9 65.0	2 12.5 10.0	14 12.0 70.0	2 7.4 10.0	- - -	-	3 9.1 15.0
Primo del Rey	C) Unde	0.5 100.0	-	1 1.2 100.0	-	-	1 3.4 100.0	-	- - -	-		1 1.4 100.0	- - -	1 1.3 100.0	-	-	0.9 100.0	-	-		- - -
NPD Custom Research	CONFIDENTIAL Under Protective Order INPD 011522					Proj	ect Y4V	/x007-1	! - 1	GENERA	_ CIGAR	ATTITU	JDE AND	D USAGE	<u> </u>						

Table 159
Q.4c SEC.D Can You Remember What Brand(s) Were Being Advertised?

																	7 7 =======	1031 01		
			KING TI		(NO	NG FREON-SEASO	ONAL)	ر	IGAR BI	DAND	US	SE 10NAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT	
	PRE- MIUM	2 YEARS OR LESS	3-10	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	SMOK ===== MACA- NUDO	ED MOS ====== PART- AGAS	T OFTEN ====== ARTURO FUENTE	TOBA PROD ======	ACCO DUCTS ====== NO	18-34	35-54	===== 55+	-AL TOB- ACCO SHOP	OUTLET	VENI- ENCE/ DIS- COUNT	SPORT CLUB/ EVENT	ORDER
Base: Have Seen Or Heard Advertising For Cigars In The Past 2 Months	206	42 100.0	86	78 100.0	54 100.0	29 100.0	28 100.0	39 100.0	10 100.0		73	133 100.0	80 100.0	109 100.0	16	117 100.0	27	12 100.0		33 100.0 16.0
Punch	18 8.7 100.0	6 14.3 33.3						6 15.4 33.3		2 15.4 11.1	6 8.2 33.3	12 9.0 66.7	8 10.0 44.4	8 7.3 44.4	2 12.5 11.1		1 3.7 5.6	1 8.3 5.6	-	3 9.1 16.7
Royal Jamaica	0.5 100.0	- - -	-	1 1.3 100.0	-	-	-	1 2.6 100.0	- - -	- - -	-	0.8 100.0		0.9 100.0		0.9 100.0	- - -	-	- - -	
Te-Amo	4 1.9 100.0	-	3 3.5 75.0	1 1.3 25.0		1 3.4 25.0	1 3.6 25.0	- - -	-	-	-	3.0 100.0	2 2.5 50.0	2 1.8 50.0	-		- -	-	- - -	1 3.0 25.0
Temple Hall	0.5 100.0	•	-	1 1.3 100.0		3.4 100.0	- -	-	1 10.0 100.0	- -	-	0.8 100.0	•	1 0.9 100.0	-	0.9 100.0	- -	-	-	
Thomas Hinds	0.5 100.0	- -	- - -	1 1.3 100.0	-	<u>-</u> -	- - -	- - -	- - -	-	- - -	0.8 100.0	-	0.9 100.0		0.9 100.0	-	-	-	- - -
Thompson	3 1.5 100.0	1 2.4 33.3	1 1.2 33.3	1 1.3 33.3	2 3.7 66.7	-	1 3.6 33.3	-	- - -	-	1 1.4 33.3	2 1.5 66.7	-	2 1.8 66.7	1 6.3 33.3	1 0.9 33.3	-	• -	- - -	2 6.1 66.7
Tresado	0.5 100.0	- -	1 1.2 100.0	- - -	1 1.9 100.0	- - -	-	- - -	-	-	- -	0.8 100.0	1 1.3 100.0	-	- -	0.9 100.0	- - -	-	:	-

Table 159
Q.4c SEC.D Can You Remember What Brand(s) Were Being Advertised?

																=====	======	=====		
		SMO	CING T	ENURE	(NON)	NG FREG	ONAL)			241/0	US					TRADI			AURANT	
		=====					=====		GAR B			IONAL				-TION			/CIGAR	
					1 OR					OFTEN	TOBA					-AL		VENI-	•	
		YEARS		11 OR		2-3	4+					OUCTS		OF SMO			TOB-	ENCE/		211
	PRE-		3-10		PER	PER	PER			ARTURO				=====			ACCO		CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base: Have Seen Or Heard	206			78	54	29		39	10		73	133	80	109	16	117	27	12	4	33
Advertising For Cigars In The		100.0																		100.0
Past 2 Months	100.0	20.4	41.7	37.9	26.2	14.1	13.6	18.9	4.9	6.3	35.4	64.6	38.8	52.9	7.8	56.8	13.1	5.8	1.9	16.0
Upmann	10	2	5	3	2	2	1	2	-	-	3	7	2	6	2	4	-	_	-	4
·	4.9	4.8	5.8	3.8	3.7	6.9	3.6	5.1	-	-	4.1	5.3	2.5	5.5	12.5	3.4	-	-	-	12.1
	100.0	20.0	50.0	30.0	20.0	20.0	10.0	20.0	-	•	30.0	70.0	20.0	60.0	20.0	40.0	-	-	-	40.0
0ther	22	6	7	9	6	1	4	2	-	-	7	15	7	14	1	11	5	2	-	3
	10.7	14.3	8.1	11.5	11.1	3.4	14.3	5.1	-	-	9.6	11.3	8.8	12.8	6.3	9.4	18.5	16.7	-	9.1
	100.0	27.3	31.8	40.9	27.3	4.5	18.2	9.1	-	-	31.8	68.2	31.8	63.6	4.5	50.0	22.7	9.1	-	13.6
Don't know/No Others	112	19	45	48	26	18	12	23	5	7	42	70	40	62	9	58	17	7	4	18
	54.4	45.2	52.3	61.5	48.1	62.1	42.9	59.0	50.0	53.8	57.5	52.6	50.0	56.9	56.3	49.6	63.0	58.3	100.0	54.5
	100.0	17.0	40.2	42.9	23.2	16.1	10.7	20.5	4.5	6.3	37.5	62.5	35.7	55.4	8.0	51.8	15.2	6.3	3.6	16.1
Sigma	329	75	142	112	86	43	50	65	19	25	107	222	126	178	24	202	39	18	4	48
	159.7	178.6	165.1	143.6	159.3	148.3	178.6	166.7	190.0	192.3	146.6	166.9	157.5	163.3	150.0	172.6	144.4	150.0	100.0	145.5
	100.0	22.8	43.2	34.0	26.1	13.1	15.2	19.8	5.8	7.6	32.5	67.5	38.3	54.1	7.3	61.4	11.9	5.5	1.2	14.6

STORE PURCHASE CIGARS

Table 160 Q.5 SEC.D Have You Recently Heard Of A Cigar Club Called "Club Macanudo"?

AT MOST OFTEN ______ DRUG/ SMOKING FREQUENCY GRO- REST-SMOKING TENURE (NON-SEASONAL) USE TRADI CERY/ AURANT CIGAR BRAND ADDITIONAL -TION CON- /CIGAR 2 1 OR SMOKED MOST OFTEN TOBACCO -AL VENI - BAR/ TOTAL YEARS 11 OR LESS 2-3 **PRODUCTS** 4+ AGE OF SMOKER TOB-ENCE/ SPORT 3-10 MORE PER PER PER MACA- PART- ARTURO ======== === ACCO ACCO DIS- CLUB/ YEARS YEARS WEEK WEEK WEEK NUDO AGAS FUENTE YES NO 18-34 35-54 55+ SHOP OUTLET COUNT EVENT Base: Total Respondents 121 60 80 16 28 144 52 264 195 37 27 233 60 6 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 24.8 45.6 29.7 25.7 12.3 14.7 19.6 3.9 6.9 35.3 64.7 42.6 47.8 9.1 57.1 14.7 6.6 1.5 12.7 Yes 81 18 37 26 11 13 16 11 25 56 30 19.9 17.8 19.9 21.5 10.5 26.0 26.7 13.8 25.0 32.1 17.4 21.2 17.2 20.5 27.0 21.0 8.3 11.1 16.7 26.9 45.7 32.1 13.6 16.0 19.8 13.6 4.9 11.1 30.9 69.1 37.0 49.4 12.3 60.5 6.2 3.7 1.2 17.3 No 69 12 19 118 55 207 144 153 27 184 24 38 75.0 82.2 80.1 76.9 89.5 72.0 73.3 86.3 67.9 81.9 78.4 82.8 78.5 73.0 79.0 91.7 88.9 83.3 73.1 45.8 28.6 28.9 11.1 13.5 21.2 3.7 5.8 36.3 63.7 44.3 47.1 8.3 56.6 1.5 11.7 Don't know 2 2.0 0.5 1.7 0.7 0.4 1.0 100.0 - 100.0 50.0 50.0 50.0 - 100.0 Sigma 408 101 121 105 50 60 80 16 28 144 264 174 37 233 60 27 52 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0

100.0 24.8 45.6 29.7 25.7 12.3 14.7 19.6

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3.9

6.9 35.3 64.7 42.6 47.8

9.1 57.1

Table 161 Q.1 SEC.E Sex Of Respondent

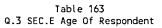
																	AL F	1031 01	ILI	
																=====		======	======	=====
																		DRUG/		
					SMOVIA	IG FREG	HENCY											GRO-	PEST-	
		CHOL	/ T. N. C. T. T.	· NU IDE							US	٠.				TOADI				
			CING TE		-	I-SEASO						_				TRADI		-	AURANT	
		=====	======	=====	=====		=====		IGAR BI			IONAL				-TION			/CIGAR	
		2			1 OR			SMOKE	ED MOS	T OFTEN	TOBA	/CCO				-AL		VENI-	BAR/	
	TOTAL	YEARS		11 OR	LESS	2-3	4+	=====	=====	======	PROD	OUCTS	AGE	OF SMC	OKER	TOB-	TOB-	ENCE/	SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	======	=====	ACCO	ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS		WEEK			AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Respondents	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
			100 0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
					25.7									47.8		57.1				12.7
	100.0	24.0	45.0	27.1	23.1	12.3	17.7	17.0	3.7	0.,	33.3	04.7	42.0	47.0	7.1	J1 . 1	14.1	0.0		12.7
Male	390	92	180	118	97	50	60	76	16	28	136	254	164	187	37	222	55	26	6	52
Hatt	95.6						100.0		100.0						100.0			96.3	100 0	100.0
														47.9						
	100.0	23.0	46.2	30.3	24.9	12.8	15.4	19.5	4.1	1.2	34.9	65.1	42.1	47.9	9.5	30.9	14.1	0.7	1.5	13.3
Female	18	9	6	3	8	_		4	_	_	8	10	10	8	_	11	5	1	-	-
remate	4.4			2.5	_	-	-	5.0	-	-	5.6				_	4.7		3.7	-	-
																	27.8		_	_
	100.0	50.0	33.3	16.7	44.4	-	-	22.2	-	-	44.4	55.6	55.6	44.4	-	61.1	21.0	٥.٥	_	-
Sigma	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
e . 3	100.0		100.0		100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
					25.7			19.6						47.8		57.1				12.7
	100.0	44.0	47.0	C7.1	(2).1	16.3	14.1	17.0	3.7	0.7	ر. رر	04.7	72.0	77.0	7.1	21.1	14.1	0.0	1	

STORE PURCHASE CIGARS

Table 162 Q.2 SEC.E Would You Be Considered The Head Of Your Household?

																	AT .	MOST O	FTEN	
		SMO	KING T		(NO	NG FRE N-SEAS	ONAL)				U	ISE				TRADI			REST-	=====
	TOTAL PRE- MIUM	2 YEARS OR LESS	3-10		1 OR LESS PER	PER	4+ PER	SMOK ===== MACA-	PART-	T OFTEN ====== ARTURO	TOB PRO	TIONAL ACCO DUCTS ======	AGE	OF SM		-TION -AL TOR-		CON- VENI- ENCE/	/CIGAR	
	=====	=====	====	=====	=====	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34 =====	35-54 ====	55+ =====	SHOP	OUTLET			ORDER
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	100.0	100.0	100.0	100.0	100.0	100.0	264 100.0 64.7	100.0	100.0	100.0	100 0	100 0	27 100.0 6.6		52 100.0 12.7
Yes	399 97.8 100.0	95.0		121 100.0 30.3			60 100.0 15.0	95.0	100.0		141 97.9 35.3		166 95.4 41.6	99.5	100.0	98.3		25 92.6 6.3	6 100.0 1.5	100.0
No	9 2.2 100.0	5 5.0 55.6	2.2 44.4		5 4.8 55.6	1 2.0 11.1		5.0 44.4	-	-	3 2.1 33.3	6 2.3 66.7	8 4.6 88.9	1 0.5 11.1	-		2 3.3 22.2	7.4 22.2	-	-
Sīgma	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3		80 100.0 19.6		28 100.0 6.9	100.0		174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7

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						TRADI -TION -AL R TOB- TOB-	DRUG/ GRO- REST- CERY/ AURANT CON- /CIGAR VENI- BAR/ ENCE/ SPORT
	PRE- OR 3-	O MORE PER	PER PER WEEK WEEK	NUDO AGAS FUENTE		=== ACCO ACCO 5+ SHOP OUTLE	DIS- CLUB/ MAIL T COUNT EVENT ORDER
Base: Total Answering	408 101 100.0 100.0 10 100.0 24.8 4		0 100.0 100.0	100.0 100.0 100.0	100.0 100.0 100.0 100.0 100	37 233 6 0.0 100.0 100.0 9.1 57.1 14.	0 100.0 100.0 100.0
18-24 years old		13 - 7.0 - 6. 0.0 - 26.				- 15 - 6.4 11. - 57.7 26.	
25-34 years old		89 12 5 7.8 9.9 51. 0.1 8.1 36.	4 28.0 20.0	41.3 25.0 42.9	37.5 35.6 85.1 -	- 102 2 - 43.8 38. - 68.9 15.	3 25.9 50.0 7.7
35-44 years old		54 43 2 9.0 35.5 22. 3.5 34.7 19.	9 30.0 28.3	36.3 50.0 32.1	27.8 31.8 - 63.6	- 68 1 - 29.2 26. - 54.8 12.	7 44.4 33.3 28.8
45-54 years old		22 39 1 1.8 32.2 10. 1.0 54.9 15.	5 32.0 26.7	7 10.0 25.0 10.7	18.1 17.0 - 36.4		7 4 - 19 7 14.8 - 36.5 9 5.6 - 26.8
55-64 years old		6 14 3.2 11.6 3. 6.1 60.9 17.		5.0 - 7.1	4.2 6.4 6	2.2 3.4 6.	
65+ years old		1 13 0.5 10.7 4. 7.1 92.9 35.		7 1.3 - 3.6		7.8 2.6 3.	
Refused		1 - 0.5 - 0.0 -	1.7 50.0		- 2 - 0.8 - 100.0	1. 50.	

STORE PURCHASE CIGARS

Table 163 Q.3 SEC.E Age Of Respondent

															=====		MOST O	FTEN	, =====
TOTAL	SMO ===== 2 . YEARS	KING T	=====	(NO ===== 1 OR	N-SEAS =====	=====	SMOK		T OFTEN	ADD I TOB	SE TIONAL ACCO				TRADI -TION -AL		CERY/	REST- AURANT /CIGAR	
PRE- MIUM	OR LESS	3-10	MORE YEARS	LESS PER WEEK	2-3 PER WEEK =====	4+ PER WEEK			ARTURO FUENTE		DUCTS ====== NO =====	=====	OF SM ====== 35-54 =====	=====	TOB- ACCO SHOP	TOB- ACCO OUTLET	ENCE/ DIS-	SPORT CLUB/ EVENT	MAIL ORDER
408 100.0 100.0	101 100.0 24.8	100.0	100.0	105 100.0 25.7	50 100.0 12.3	100.0	80 100.0 19.6	16 100.0 3.9	100.0		100.0	100.0	195 100.0 47.8			60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
	101 100.0 24.8					60 100.0 14.7			100.0	100.0			195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7

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Base: Total Answering

Sigma

Table 164

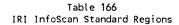
Q.8 SEC.E Is There Another Member Of Your Household Who Smokes At Least One Cigar In A Typical Month?

STORE PURCHASE CIGARS AT MOST OFTEN

																	71 1	1051 0	1	
																=====	.=====:	:====:		=====
																		DRUG/		
					SMOKIN	IG FREG	UENCY											GRO-	REST-	
		CMOR	CING TE	MILIDE		I-SEASO					US	=				TRADI			AURANT	
		31101	CING IL		•					A A UD										
						======			GAR BE			IONAL				-TION			/CIGAR	
		2			1 OR			SMOKE	D MOS	T OFTEN	TOBA					-AL		VENI -	-	
	TOTAL	YEARS		11 OR	LESS	2-3	4+	======	=====	======	PROD	UCTS	AGE	OF SMC	KER	TOB-	TOB-	ENCE/	SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====		=====	ACCO	ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====		=====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	=====	=====	=====	======	=====	======	=====
Danes Takal Danes dane	/00	101	104	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	4	52
Base: Total Respondents	408	101	186																100.0	
		100.0					100.0							100.0				100.0		100.0
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
Yes	39	12	15	12	12	5	7	8	1	1	15	24	16	22	1	21	6	2	-	8
	9.6	11.9	8.1	9.9	11.4	10.0	11.7	10.0	6.3	3.6	10.4	9.1	9.2	11.3	2.7	9.0	10.0	7.4	-	15.4
	100.0										38.5							5.1		20.5
	100.0	30.0	30.7	30.0	50.6	12.0	11.7	20.5	2.0	2.0	30.7	01.5	41.0	30.4	2.0	,,,,	15.4	٦.١		20.5
	7/0	00	471	100	07	/ 5	c 7	72	15	27	129	240	158	173	36	212	54	25	6	44
No	369	89	171	109	93														_	
	90.4	88.1	91.9	90.1	88.6		88.3						90.8							
	100.0	24.1	46.3	29.5	25.2	12.2	14.4	19.5	4.1	7.3	35. 0	65.0	42.8	46.9	9.8	57.5	14.6	6.8	1.6	11.9
Sigma	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		24.8				12.3		19.6						47.8			14.7			
	100.0	24.0	47.0	£7.1	-2.1	, 2.3	14.1	.,	3.7	0.7	37.3	04.1	72.0	77.0	/- 1			5.0		

Table 165 General Cigar Sales Regions

																=====		MUSI U		=====
	PRE- Mium	2 YEARS OR LESS	YEARS	11 OR MORE YEARS	(NO ===== 1 OR LESS PER WEEK	2-3 PER WEEK	ONAL) ====== 4+ PER WEEK	SMOK ===== MACA- NUDO	PART-	T OFTEN	ADDII	DUCTS	18-3/	75 5/	=====	TRADI -TION -AL TOB- ACCO	TOB- ACCO	DRUG/ GRO- CERY/ CON- VENI- ENCE/ DIS-	REST- AURANT /CIGAR BAR/ SPORT CLUB/	MAIL
Base: Total Respondents	408 100.0	101	186 100.0	121 100.0	105	50 100.0	60 100.0	80 100.0	16 100.0		144 100.0 35.3	264 100.0	174 100.0	195 100.0	37	233 100.0	60	27 100.0 6.6	6	52 100.0
New England	33 8.1 100.0	4.0 12.1	18 9.7 54.5	11 9.1 33.3	5 4.8 15.2	1 2.0 3.0	4 6.7 12.1	7 8.8 21.2		2 7.1 6.1	9 6.3 27.3	24 9.1 72.7	14 8.0 42.4	16 8.2 48.5	3 8.1 9.1	19 8.2	6 10.0 18.2	4 14.8	-	3 5.8 9.1
Mid-Atlantic	119 29.2 100.0			42 34.7 35.3	22 21.0 18.5	14 28.0 11.8	17 28.3 14.3	33 41.3 27.7	6 37.5 5.0	6 21.4 5.0	40 27.8 33.6	79 29.9 66.4	49 28.2 41.2	58 29.7 48.7	11 29.7 9.2		11 18.3 9.2	6 22.2 5.0	2 33.3 1.7	32.7
Central	79 19.4 100.0	16 15.8 20.3	37 19.9 46.8	26 21.5 32.9	17 16.2 21.5	10 20.0 12.7	8 13.3 10.1	13 16.3 16.5	-	8 28.6 10.1	28 19.4 35.4	51 19.3 64.6	30 17.2 38.0	40 20.5 50.6	8 21.6 10.1	44 18.9 55.7	11 18.3 13.9	5 18.5 6.3	2 33.3 2.5	
Southeast	52 12.7 100.0	15 14.9 28.8	26 14.0 50.0	11 9.1 21.2	16 15.2 30.8	11 22.0 21.2	10 16.7 19.2	8 10.0 15.4	6 37.5 11.5	6 21.4 11.5	18 12.5 34.6	34 12.9 65.4	23 13.2 44.2	24 12.3 46.2	5 13.5 9.6	35 15.0 67.3	6 10.0 11.5	4 14.8 7.7	-	5 9.6 9.6
West	124 30.4 100.0	37 36.6 29.8	56 30.1 45.2	31 25.6 25.0	44 41.9 35.5	14 28.0 11.3	21 35.0 16.9	19 23.8 15.3	3 18.8 2.4	6 21.4 4.8	49 34.0 39.5	75 28.4 60.5	57 32.8 46.0	57 29.2 46.0	10 27.0 8.1	61 26.2 49.2	26 43.3 21.0	8 29.6 6.5	2 33.3 1.6	15 28.8 12.1
No answer	0.2 100.0	-	0.5 100.0	- - -	1 1.0 100.0	:	- - -	•	- - -	- - -	-	0.4 100.0	0.6 100.0		-	1 0.4 100.0	-	•	- - -	-
Sigma	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8		233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
CONFIDENTIAL Under Protective Order INPD 011531 ch cc Research Custom NP					Proje	ect Y4V	X007-1	- 0	SENERAL	CIGAR	A TTITU	DE AND	USAGE							



	TOTAL		CING TE		(NOI =====: 1 OR	NG FREG N-SEASO	ONAL)	SMOKE		AND OFTEN	TOBA	IONAL	ΔCF	OF SMO		TRADI -TION -AL TOB-			AURANT /CIGAR BAR/	
	PRE- MIUM	OR LESS	YEARS	MORE YEARS	PER WEEK	PER WEEK	PER	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	==== 55+	ACCO SHOP		DIS- COUNT	CLUB/	MAIL ORDER
Base: Total Respondents						50 100.0 12.3								195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
California	53 13.0 100.0	14.9	14.0	12 9.9 22.6			12 20.0 22.6		-	7.1 3.8	17 11.8 32.1	36 13.6 67.9	22 12.6 41.5	28 14.4 52.8	3 8.1 5.7	29 12.4 54.7	9 15.0 17.0	3 11.1 5.7	•	7 13.5 13.2
West	34 8.3 100.0	15.8	6.5			1 2.0 2.9	3 5.0 8.8	7 8.8 20.6	2 12.5 5.9	1 3.6 2.9	13 9.0 38.2	21 8.0 61.8	21 12.1 61.8	10 5.1 29.4	3 8.1 8.8	14 6.0 41.2		2 7.4 5.9	1 16.7 2.9	
Plains	19 4.7 100.0	3.0	4.8			4.0	1 1.7 5.3		- - -	3 10.7 15.8		14 5.3 73.7	6 3.4 31.6	13 6.7 68.4	-	11 4.7 57.9			-	7.7 21.1
South Central	37 9.1 100.0	5.9	9.7	13 10.7 35.1	10.5	10.0	6 10.0 16.2	3 3.8 8.1	1 6.3 2.7	3 10.7 8.1	19 13.2 51.4	18 6.8 48.6	14 8.0 37.8		4 10.8 10.8	18 7.7 48.6	11.7	3 11.1 8.1	1 16.7 2.7	
Great Lakes	67 16.4 100.0	14.9	16.1		12.4	20.0	11 18.3 16.4		1 6.3 1.5	5 17.9 7.5	27 18.8 40.3	40 15.2 59.7	29 16.7 43.3	27 13.8 40.3	10 27.0 14.9	40 17.2 59.7	9 15.0 13.4	7.4 3.0	2 33.3 3.0	19.2
Mid-South	59 14.5 100.0	16.8	12.9		15.2	12.0		14 17.5 23.7		4 14.3 6.8	21 14.6 35.6	38 14.4 64.4	25 14.4 42.4	30 15.4 50.8	4 10.8 6.8	35 15.0 59.3			-	10 19.2 16.9
Southeast	38 9.3 100.0		9.7					5.0 10.5	4 25.0 10.5	4 14.3 10.5	11 7.6 28.9	27 10.2 71.1	15 8.6 39.5	18 9.2 47.4		25 10.7 65.8		3 11.1 7.9		4 7.7 10.5

Table 166
IRI InfoScan Standard Regions

																	.001 01		
															=====	======	=====	:=====:	=====
	SMOK	ING TE	NURE		NG FRE	QUENCY ONAL)	_				SE				TRADI		DRUG/ GRO- CERY/	REST- AURANT	
TOTAL	2 YEARS		11 OR	1 OR LESS	2-3	4+	SMOK		RAND TOFTEN	TOB	TIONAL ACCO DUCTS	ACE	OC 584	OVED.	-TION -AL		VENI-		
PRE-	OR .				PER	PER			ARTURO			=====	OF SM	JKEK	TOB- ACCO	TOB- ACCO	ENCE/ DIS-	SPORT CLUB/	MATI
MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE		NO	18-34	35-54	55+		OUTLET			MAIL ORDER
	=====	====	=====	====	=====	=====	=====	=====	=====	=====	=====	====	====	=====	=====	======	====	=====	=====
Base: Total Respondents 408		186	121	105	50		80	16	28	144	264	174	195	37	233	60	27	6	52
100.0 100.0	100.0	100.0 45.6	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	24.0	43.0	۲,۰۱	23.1	12.3	14.7	19.0	3.9	0.9	35.5	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
Northeast 100	18	48	34	18	10	12		4	6	31	69	41	50	8	60	12	8	2	9
24.5 100.0		25.8 48.0		17.1 18.0			-			21.5		23.6		21.6				33.3	17.3
100.0	10.0	40.0	34.0	10.0	10.0	12.0	29.0	4.0	6.0	31.0	69.0	41.0	50.0	8.0	60.0	12.0	8.0	2.0	9.0
No answer 1	-	1	-	1	-	-	•	-	-	-	1	1	-		1	-	_	_	_
0.2	-	0.,,		1.0	-	-	-	-	-	-	0.4	0.6	-	-	0.4	-	-	_	-
100.0	- '	100.0	-	100.0	•	-	-	•	-	•	100.0	100.0	-	-	100.0	-	-	-	-
Sigma 408 100.0 100.0	101 100.0 24.8			105 100.0 25.7		60 100.0 14.7			28 100.0 6.9	144 100.0 35.3		174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7		6 100.0 1.5	52 100.0 12.7



		=====	(ING TE	NURE	(NO)	IG FREG	NAL)		GAR BR			IONAL				TRADI		DRUG/ GRO- CERY/ CON-	REST- AURANT /CIGAR	
	TOTAL PRE- MIUM	OR LESS	3-10 YEARS	11 OR MORE YEARS	WEEK	PER WEEK	PER WEEK	MACA- NUDO	PART- AGAS	OFTEN ====== ARTURO FUENTE ======	YES	UCTS ===== NO	18-34	35-54	KER ===== 55+	ACCO SHOP	TOB- ACCO OUTLET	COUNT	SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0					50 100.0 12.3		80 100.0 19.6	16 100.0 3.9		144 100.0 35.3			195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Married	260 63.7 100.0	55 54.5 21.2	122 65.6 46.9			32 64.0 12.3	45 75.0 17.3	47 58.8 18.1	12 75.0 4.6	17 60.7 6.5	85 59.0 32.7	175 66.3 67.3	78 44.8 30.0	152 77.9 58.5	28 75.7 10.8	154 66.1 59.2	33 55.0 12.7		1 16.7 0.4	38 73.1 14.6
Not Married		46 45.5 31.7	63 33.9 43.4				15 25.0 10.3	33 41.3 22.8	4 25.0 2.8	10 35.7 6.9				42 21.5 29.0	8 21.6 5.5	77 33.0 53.1	27 45.0 18.6			
Widowed	4 1.0 100.0	- - -	- - -	3.3 100.0		-	1 1.7 25.0	-	- - -	-	2 1.4 50.0	0.8 50.0		2 1.0 50.0	2 5.4 50.0	- - -	- - -	7.4 50.0	-	2 3.8 50.0
Divorced/Separated	32 7.8 100.0	11.9	4.3	12 9.9 37.5	10.5				1 6.3 3.1	1 3.6 3.1	20 13.9 62.5	12 4.5 37.5	8 4.6 25.0	19 9.7 59.4		12 5.2 37.5		7.4	16.7	
Single	109 26.7 100.0	33.7				24.0			3 18.8 2.8	9 32.1 8.3		73 27.7 67.0	87 50.0 79.8	21 10.8 19 .3	1 2.7 0.9				66.7	
Unknown	3 0.7 100.0	-	0.5 33.3					- - -	- -	1 3.6 33.3		2 0.8 66.7	0.6 33.3	0.5 33.3	2.7 33.3	0.9 66.7	-	1 3.7 33.3	-	- - -
Sigma		100.0	100.0	100.0		50 100.0 12.3					144 100.0 35.3							100.0	100.0	52 100.0 12.7

Table 168 Region

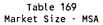
	TOTAL		KING TI	ENURE ======	(NOI ===== 1 OR	NG FREI N-SEASI ======:	ONAL)	SMOK		RAND FOFTEN	TOBA	IONAL	ACE	OF 6W	oven.	TRADI -TION -AL		CON- VENI-	AURANT /CIGAR BAR/	
	PRE- MIUM	OR LESS	3-10 YEARS	MORE YEARS	PER WEEK	PER WEEK	PER WEEK	MACA-	PART-	ARTURO	=====	NO	18-3/	75-5/	=====	CHOD	TOB- ACCO OUTLET	DIS-	CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0	101	186 100.0	121	105	50 100.0	60	80 100.0	16 100.0	28 100.0	144	264 100.0	174 100.0	195 100,0	37 100.0	277	======	27 100.0 6.6	6 100.0	=====
North East	100 24.5 100.0	18 17.8 18.0	48 25.8 48.0	34 28.1 34.0	18 17.1 18.0	10 20.0 10.0	12 20.0 12.0	29 36.3 29.0	4 25.0 4.0		31 21.5 31.0	69 26.1 69.0	41 23.6 41.0	50 25.6 50.0	8 21.6 8.0	60 25.8 60.0	12 20.0 12.0	8 29.6 8.0	2 33.3 2.0	9 17.3 9.0
New England	14 3.4 100.0	2.0 14.3	9 4.8 64.3	3 2.5 21.4	1 1.0 7.1	-	-	3 3.8 21.4	1 6.3 7.1	- - -	3 2.1 21.4	11 4.2 78.6	8 4.6 57.1	6 3.1 42.9	-	9 3.9 64.3	3 5.0 21.4	-	:	2 3.8 14.3
Middle Atlantic	86 21.1 100.0	16 15.8 18.6	39 21.0 45.3	31 25.6 36.0	17 16.2 19.8		12 20.0 14.0	26 32.5 30.2	3 18.8 3.5		28 19.4 32.6	58 22.0 67.4	33 19.0 38.4	44 22.6 51.2	8 21.6 9.3	51 21.9 59.3	9 15.0 10.5	8 29.6 9.3	2 33.3 2.3	7 13.5 8.1
North Central	86 21.1 100.0	18 17.8 20.9	39 21.0 45.3	29 24.0 33.7	15 14.3 17.4	12 24.0 14.0	12 20.0 14.0	14 17.5 16.3	1 6.3 1.2	8 28.6 9.3	32 22.2 37.2	54 20.5 62.8	35 20.1 40.7	40 20.5 46.5	10 27.0 11.6	51 21.9 59.3	10 16.7 11.6	4 14.8 4.7	2 33.3 2.3	14 26.9 16.3
East North Central	67 16.4 100.0	15 14.9 22.4	30 16.1 44.8	22 18.2 32.8	13 12.4 19.4	10 20.0 14.9	11 18.3 16.4	10 12.5 14.9	1 6.3 1.5	5 17.9 7.5	27 18.8 40.3	40 15.2 59.7	29 16.7 43.3	27 13.8 40.3	10 27.0 14.9	40 17.2 59.7	9 15.0 13.4	2 7.4 3.0	2 33.3 3.0	10 19.2 14.9
West North Central	19 4.7 100.0	3 3.0 15.8	9 4.8 47.4	7 5.8 36.8	1.9 10.5	2 4.0 10.5	1 1.7 5.3	5.0 21.1	-	3 10.7 15.8	5 3.5 26.3	14 5.3 73.7	6 3.4 31.6	13 6.7 68.4	-	11 4.7 57.9	1 1.7 5.3	7.4 10.5		7.7 21.1
CONF Under Pr INPJ	134 32.8 100.0	34 33.7 25.4		40 33.1 29.9	38 36.2 28.4		21 35.0 15.7	21 26.3 15.7			51 35.4 38.1	83 31.4 61.9		67 34.4 50.0	13 35.1 9.7	78 33.5 58.2	19 31.7 14.2	10 37.0 7.5	1 16.7 0.7	
CONFIDENTIAL Under Protective Order INPD 011535 INPD custom Research Custom Re					Proje	ct Y4V	X007-1	- G	ENERAL	CIGAR	UTITTA	DE AND	USAGE							
rder S			·										·			-	٠			



	TOTAL	2	(ING TE		(NOI =====: 1 OR	NG FREG N-SEASO ======	ONAL)	SMOK		RAND T OFTEN	TOBA	IONAL	ACE	OF SMO)VED	TRADI -TION -AL TOB-	TOB-		AURANT /CIGAR BAR/	
	PRE- MIUM	OR LESS	3-10 YEARS	MORE YEARS	PER WEEK	PER WEEK	PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO NO	18-34	===== 35 - 54	55+	ACCO SHOP	ACCO OUTLET	DIS- COUNT	CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6		105 100.0 25.7					28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7		6 100.0 1.5	52 100.0 12.7
South Atlantic	80 19.6 100.0	23 22.8 28.8	33 17.7 41.3	24 19.8 30.0	21 20.0 26.3	12 24.0 15.0			31.3	5 17.9 6.3	26 18.1 32.5	54 20.5 67.5	29 16.7 36.3	42 21.5 52.5	9 24.3 11.3		9 15.0 11.3		-	13 25.0 16.3
East South Central	17 4.2 100.0	5 5.0 29.4	9 4.8 52.9	3 2.5 17.6	6 5.7 35.3	2 4.0 11.8	1 1.7 5.9	2.5 11.8		3 10.7 17.6	6 4.2 35.3	11 4.2 64.7	11 6.3 64.7	6 3.1 35.3	-	12 5.2 70.6	5.0		- -	1 1.9 5.9
West South Central	37 9.1 100.0	6 5.9 16.2	18 9.7 48.6		11 10.5 29.7					3 10.7 8.1	19 13.2 51.4	18 6.8 48.6	14 8.0 37.8	19 9.7 51.4	4 10.8 10.8		11.7		1 16.7 2.7	5 9.6 13.5
West	87 21.3 100.0		38 20.4 43.7	14.9		18.0	25.0	20.0	12.5	10.7		57 21.6 65.5	43 24.7 49.4	38 19.5 43.7	6.9	18.5	31.7	18.5	1 16.7 1.1	10 19.2 11.5
Mountain	23 5.6 100.0		8 4.3 34.8	3.3	10 9.5 43.5	2.0		6 7.5 26.1				15 5.7 65.2	16 9.2 69.6	5 2.6 21.7	2 5.4 8.7	4.3	11.7	3.7	- -	2 3.8 8.7
Pacific	64 15.7 100.0			11.6		16.0	25.0	12.5	6.3	7.1	22 15.3 34.4	42 15.9 65.6	27 15.5 42.2	33 16.9 51.6	4 10.8 6.3		20.0	14.8	1 16.7 1.6	
CONF Under Pr INPI	1 0.2 100.0		0.5 100.0		1 1.0 100.0		- - -	-	-	-	- - -	0.4 100.0	0.6 100.0			0.4 100.0	-	-	-	-
CONFIDENTIAL Under Protective Order INPD 011536 Research Research RPD OUTSTANDER					Proj	ect Y4	vx007-	1 -	GENERA	L CIGAR	ATTIT	JDE AN	D USAGI	Ī						

Table 168 Region

													=====		JRCHAS MOST O	E CIGAR: FTEN	5 =====
	====== 2 Total years	ING TENURE	1 OR	SONAL)	c	IGAR BI ED MOS	RAND FOFTEN	ADD I 1	SE FIONAL ACCO DUCTS	AGE	OF SMC	OKER	TRADI -TION -AL TOB-	TOB-	DRUG/ GRO- CERY/ CON- VENI- ENCE/		
		3-10 MORE YEARS YEARS	PER PER WEEK WEEK	PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	=====		=====	35-54 =====	=====	ACCO SHOP	ACCO OUTLET	DIS- COUNT	CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 101 100.0 100.0 100.0 24.8			0 100.0	100.0	100.0	28 100.0 6.9		264 100.0 64.7			37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6		
Sigma	408 101 100.0 100.0 100.0 24.8	186 121 100.0 100.0 45.6 29.7		0 100.0	100.0	100.0	28 100.0 6.9			174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6		



STORE PURCHASE CIGARS AT MOST OFTEN ----------

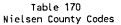
	TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	(NON ====== 1 OR LESS PER	2-3 PER	ONAL) ====== 4+ PER	SMOKE	PART-	RAND T OFTEN ====== ARTURO FUENTE	TOB/ PROD	IONAL ACCO DUCTS	=====		OKER	ACCO	TOB-	CON- VENI- ENCE/ DIS-	AURANT /CIGAR BAR/ SPORT CLUB/	MAIL ORDER
										=====										
Base: Total Respondents	408 100.0 100.0							100.0	100.0	100.0							60 100.0 14.7			52 100.0 12.7
2,500,000 and over	116 28.4 100.0	28 27.7 24.1		26.4	25 23.8 21.6			31 38.8 26.7		28.6						59 25.3 50.9		29.6		19 36.5 16.4
1,000,000 - 2,499,999	144 35.3 100.0	37 36.6 25.7		37.2			26.7		37.5	35.7						93 39.9 64.6	14 23.3 9.7	12 44.4 8.3	1 16.7 0.7	12 23.1 8.3
Other MSA	96 23.5 100.0	21 20.8 21.9				13 26.0 13.5		22.5	25.0		26.4			20.5		55 23.6 57.3	18 30.0 18.8	18.5	2 33.3 2.1	19.2
500,000 - 999,999		12 11.9 37.5		6.6	8 7.6 25.0	5 10.0 15.6	8.3	9 11.3 28.1	12.5	10.7					5.4	27 11.6 84.4	3.3	-	- -	2 3.8 6.3
250,000 - 499,999	41 10.0 100.0	8 7.9 19.5		9.1		10.0		6 7.5 14.6	12.5	10.7	17 11.8 41.5	9.1	22 12.6 53.7	6.7	6 16.2 14.6			11.1	-	3 5.8 7.3
50,000 - 249,999	23 5.6 100.0	1 1.0 4.3	15 8.1 65.2	5.8		3 6.0 13.0	3.3		-			4.9		5.1		9 3.9 39.1	5.0	7.4	33.3	
Non-MSA	51 12.5 100.0	15 14.9 29.4		14.9		10.0	13.3	6.3	18.8	10.7	14.6	30 11.4 58.8	11.5	12.8		25 10.7 49.0			-	11 21.2 21.6

CONFIDENTIAL
Under Protective Order
INPD 011538

Research
Custom Response

Table 169 Market Size - MSA

																=====	======	=====:		
		SMO	KING T	ENURE		NG FRE					U	SE				TRADI			REST- AURANT	
		=====	=====	=====	=====	=====	=====		IGAR B		ADD I	TIONAL				-TION			/CIGAR	
	TOTAL	VE 400		44	1 OR			SMOK	ED MOS	T OFTEN	TOB	ACCO				-AL		VENI-	-	
		YEARS		11 OR		2-3	4+	=====	=====	======	PRO	DUCTS	AGE	OF SMO	OKER	TOB-	TOB-	ENCE/	-	
	PRE-	OR	3-10	MORE	PER	PER	PER			ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
		=====	=====	====	=====	=====	=====	====	=====	=====	====	=====	=====	=====	=====	=====	======	=====	=====	====
Base: Total Respondents	408 100.0 100.0	100.0		100.0			100.0		100.0	100.0	100.0	100.0			37 100.0 9.1		100.0			
								.,,,	٠.,	0.,	37.3	04.7	42.0	47.0	9.1	27.1	14.7	6.6	1.5	12.7
Unknown	1	-	1	-	1	-	-	-	_	_		1	1	_	_	1				
	0.2	-	0.5	-	1.0	-	-	-	-	-	_	0.4	0.6	_		0.4	_	-	•	-
	100.0	-	100.0	•	100.0	-	-	-	-	-	-	100.0		-		100.0	-	-	-	-
Sigma	408 100.0 100.0			121 100.0					100.0	100.0		100.0			37 100.0	233 100.0	60 100.0	27 100.0	6 100.0	52 100.0
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7



																	۱۱ ۱۸ =======	1031 0		
																=====		DRUG/		
																			DECT	
					SMOKIN							_						GRO-		
		SMOK	CING T	ENURE	(NOV	I-SEASC	NAL)				US					TRADI		-	AURANT	
		=====	=====	=====	======	=====	=====		IGAR BE		ADDIT					-TION			/CIGAR	
		2			1 OR			SMOKE	D MOST	OFTEN	TOBA					-AL		VENI-		
	TOTAL	YEARS		11 OR	LESS	2-3	4+			======		UCTS		OF SMO		TOB-	TOB-	ENCE/	SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====						ACCO	DIS-		MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base: Total Respondents	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
•	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
A	200	47	88	65	49	21	38	45	8		64	136	76	102	21		19		4	
	49.0	46.5	47.3	53.7	46.7	42.0	63.3	56.3	50.0	50.0	44.4	51.5		52.3				55.6	66.7	55.8
	100.0	23.5	44.0	32.5	24.5	10.5	19.0	22.5	4.0	7.0	32.0	68.0	38.0	51.0	10.5	57.5	9.5	7.5	2.0	14.5
																				_
В	125	34	61	30	32	21	12				46	79	59	57	9	79	23	- 9	-	7
	30.6	33.7	32.8	24.8	30.5	42.0	20.0	31.3	18.8					29.2					•	13.5
	100.0	27.2	48.8	24.0	25.6	16.8	9.6	20.0	2.4	7.2	36.8	63.2	47.2	45.6	. 7.2	63.2	18.4	7.2	-	5.6
																		_	_	_
С	53	14	26	13	19	5	4	9			21	32	29	20	4	25		_ 1	2	
	13.0	13.9	14.0	10.7	18.1	10.0			18.8					10.3		10.7				17.3
	100.0	26.4	49.1	24.5	35.8	9.4	7.5	17.0	5.7	5.7	39.6	60.4	54.7	37.7	7.5	47.2	20.8	1.9	3.8	17.0
								_	_	_			_		_		-			-
D	29				4	3	6	1	2		13	16	9	16		_13		2	-	7
	7.1										9.0									13.5
	100.0	20.7	34.5	44.8	13.8	10.3	20.7	3.4	6.9	6.9	44.8	55.2	31.0	55.2	10.3	44.8	24.1	6.9	-	24.1
												4	4			1	_	_	_	_
Unknown	1	-	1	-	1	-	-	-	-	-	•	0.4	0.6	-	-	0.4	_	_	_	_
	0.2		0.5		1.0		-	-	-	•	-							-	_	-
	100.0	-	100.0	-	100.0	-	-	-	-	•	•	100.0	100.0	-	-	100.0	-	•	•	-
C:	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	. 6	52
Sigma		100.0																100.0		100.0
														47.8						12.7
	100.0	24.8	47.0	29.7	43.1	12.3	14.7	17.0	3.9	0.9	33.3	04.7	44.0	41.0	, 7.1	21.1	14.7	0.0	1.7	12.7

Table 171 Panel Codes

																	====	======	=====	======	=====
				KING T	ENURE	(NO	NG FRE	ONAL)					SE				TRADI			REST- AURANT	
		TOTAL PRE-	2 YEARS OR			1 OR LESS		4+ PER	SMOK	=====	T OFTEN	TOB/ PROI	TIONAL ACCO DUCTS	AGE	OF SM	OKER	-TION -AL TOB-	TOB-	CON- VENI- ENCE/	/CIGAR BAR/ SPORT	!
		MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	ממנות	AGAS	ARTURO FUENTE	YEC	NO	19-7/	7E E/	Et.	CHOR	ACCO OUTLET		CLUB/ EVENT	
Base: To	otal Respondents	408	101 100.0	186 100.0		105 100.0	50 100.0	60 100.0	80 100.0	16 100.0	28 100.0	144 100.0	264	174 100.0	195 100.0	37 100.0	233	60 100.0	27 100.0	6 100.0	
01		- - -		-	-	-	-	- - -	-	-	-	-	-	-	-	-	-	-	-	-	-
02		- - -	-	- -	-	-	-	-	-	-		-	-	-	-	-	-	-	-	-	-
03		-	<u>-</u> -	-	-	-	-	-	-	-	•	-	- - -	-	-	-	-		-	-	
04		25 6.1 100.0	6 5.9 24.0	7 3.8 28.0	12 9.9 48.0	9 8.6 36.0	2 4.0 8.0	6 10.0 24.0	5 6.3 20.0	1 6.3 4.0	1 3.6 4.0	12 8.3 48.0	13 4.9	11 6.3	11 5.6	3 8.1	12 5.2			- - -	
05		-	-	-	-	-		-		4.0 - -	4.0 - -	40.U - -	52.0	44.0	44.0	12.0	48.0	32.0 - -	12.0		4.0
06	CON Under P INP	-	-	-	-	- -	-	- -	-	-	-	-	-	-	-	-	-		-	•	•
07	CONFIDENTIAL Under Protective Orde INPD 011541	•	-	-	-		-	-	-	-	-	-	-	-	-	-	-	:	-	-	-
	IAL ; Orde ;41	-	-	-	-	-	-	•	-	-	-	-	-	-	-	-	-	-	-	-	-

NPD Custom Research

Table 171 Panel Codes

STORE PURCHASE CIGARS
AT MOST OFTEN

																	=====	======	=====	======	=====
				KING TI		(NO	NG FRE	ONAL)	ر	IGAR B	DAN D	U:	SE TIONAL				TRADI		CERY/	REST- AURANT /CIGAR	
		TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK ===== MACA-	ED MOS ====== PART-	OFTEN	TOB/ PROI	ACCO DUCTS	=====		=====	-AL TOB- ACCO	TOB- ACCO	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	
			LESS															OUTLET			
Base: To	otal Respondents				100.0			100.0		100.0	100.0			174 100.0 42.6			233 100.0 57.1		100.0	100.0	52 100.0 12.7
08		- - -	• - -	- - -	- - -	- - -	- - -	-	-	- - -	-	-	- - -	-	- - -	- - -	-	-	- - -	-	- - -
09		- - -	-	-	-	-	- - -	-	- -	-	-	- -	-	-	- - -	-	-	-	-	-	:
10		- - -	-	- -	-	-	-	-	-	<u>-</u> -	- - -	-	-	-	-	-	-	- -	- -	- -	- -
11		- - -	-	-	-	-	-	- - -	-	-	-		-	-	-	-	-	-	- -	- -	-
12		25 6.1 100.0	7.9	5.4	5.8			3.3		-	3 10.7 12.0	6.9	5.7	6.9	9 4.6 36.0			6.7	3.7		
13	CONF Under Pr	-	-	- - -	-	-	-		-	- - -	-	-	-	-	-	-		- -	-	• • • • • • • • • • • • • • • • • • •	-
14	CONFIDENTIAL Under Protective Ord INPD 011542	- -	- - -	- -	- - -	- - -	-	- -	- -	 	-	-	-	-	-	-	-	- -	-	- -	- - -

Table 171 Panel Codes

																	=====	======	=====	-	=====
				KING T	ENURE	(NO	NG FRE	ONAL)		ICAD D	2442		SE				TRADI		DRUG/ GRO-		
		TOTAL PRE-	2		11 OR MORE	1 OR LESS	2-3 PER	4+ PER	SMOK	=====	T OFTEN	TOB/ PRO	DUCTS	AGE	OF SM	OKER	-TION -AL TOB-	TOB-	CON-	/CIGAR	
		MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	MILITIE	41:40	ARTURO FUENTE	VEC	NO.	40 7/	75 50			ACCO OUTLET		CLUB/ EVENT	
Base	e: Total Respondents	408 100.0	101 100.0	186 100.0	121	105 100_0	50 100.0	60 100 0	80 100 0	16	28 100.0	144 100.0	264 100.0	174 100.0	195 100.0	37 100.0			27 100.0	6 100.0	
15		-	-	-	- - -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	- -	-
16		27 6.6 100.0	8 7.9 29.6	13 7.0 48.1	6 5.0 22.2	7 6.7 25.9	2 4.0 7.4	1 1.7 3.7	4 5.0 14.8	1 6.3 3.7	7.1 7.4	6.3	18 6.8 66.7	14 8.0 51.9	13 6.7 48.1	•	17 7.3	5 8.3	-	-	3 5.8
17		-	-	-	-		- -		-	-	-	-	-	-	40.1 - -	-	63.0 - -	18.5	-	•	11.1
18			-	- -	-	-	-		-	-	- -	-	-	-	-	- -	-	-	-	-	-
19		-	-	-	- -	-	-	-	-	- -	-	-			-	-	-	-	-	-	-
20	CON Under P INPJ	17 4.2 100.0	4 4.0 23.5	6 3.2 35.3	7 5.8 41.2	4 3.8 23.5	2 4.0 11.8	4 6.7 23.5	6 7.5 35.3	-	3 10.7 17.6	2.8	13 4.9 76.5	8 4.6 47.1	7 3.6	- 2 5.4	10 4.3	1 1.7	1 3.7	1 16.7	3 5.8
21	CONFIDENTIAL Under Protective Orde INPD 011543		-	- - -	-	-	-	-	- -	-	-		-	- - -	41.2	11.8	58.8 - - -	5.9 - - -	5.9 - -	5.9	17.6 - -

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				(ING TE		(NO	NG FREG	ONAL)		GAR BR	AND OFTEN	US ADD I T	IONAL				TRADI			AURANT /CIGAR	
		TOTAL PRE- MIUM	OR LESS	3-10 YEARS	YEARS	LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	ACCO SHOP	TOB- ACCO OUTLET	COUNT	CLUB/ EVENT	MAIL ORDER
Base:	: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6					80 100.0 19.6						195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
22		28 6.9 100.0		15 8.1 53.6	7 5.8 25.0			1 1.7 3.6	6 7.5 21.4	1 6.3 3.6	2 7.1 7.1	10 6.9 35.7	18 6.8 64.3	15 8.6 53.6		3 8.1 10.7	15 6.4 53.6	3 5.0 10.7		1 16.7 3.6	
23		23 5.6 100.0	5.9	5.9	5.0 26.1	5.7			3.8 13.0	1 6.3 4.3	- - -	7 4.9 3 0.4	16 6.1 69.6	9 5.2 39.1	13 6.7 56.5	1 2.7 4.3	14 6.0 60.9	2 3.3 8.7	2 7.4 8.7	- - -	9.6 21.7
24		37 9.1 100.0	5.9	10.2	12 9.9 32.4	7.6	16.0			2 12.5 5.4	-	6.3 24.3	28 10.6 75.7	15 8.6 40.5	9.2	4 10.8 10.8	18 7.7 48.6	6.7 10.8		- - -	7 13.5 18.9
25		- - -	-	-	-	- - -	-	- - -	-	-	- - -	-		-	-	-	-	-	-	-	-
26	Un _	-	-	-	- -	-	- -	-	-	- - -	-	- - -	- - -	- -	- - -	- - -	- - -	-	- - -	- -	:
27	CONFIDENTIAL Under Protective Or INPD 011544	28 6.9 100.0	5.9	6.5	8.3	1.9	6.0	15.0	3.8	-	3 10.7 10.7	6.9	6.8	4.0				4 6.7 14.3		-	7.7 14.3
28	ENTIAL tive Or	-	-	- -	-		 	- - -	-	-	- -	-	-	-	-	- •	-	-	-	-	-

Table 171 Panel Codes

																	=====	======		======	=====
				KING T	ENURE	(NO	NG FRE N-SEAS	ONAL)		IGAR BI	PAND		SE TIONAL				TRADI		CERY/	REST- AURANT	
			2 Years		11 OR	1 OR LESS	2-3	4+	SMOK	D MOS	T OFTEN	TOB/ PRO	ACCO	AGE	OF SM	OKER	-AL TOR-	TOB-	VENI-	/CIGAR BAR/ SPORT	
		PRE- MIUM =====	LESS	YEARS	MORE YEARS	WEEK	PER WEEK	PER WEEK	NUDO	AGAS	ARTURO FUENTE	VES	NO	18.3/	75.5/	EE.	CHOD	ACCO OUTLET	DIS-	CLUB/	
Base:	Total Respondents	408	101 100.0	186 100.0	121 100.0	105 100.0	50 100.0	60 100.0		16 100.0	28 100.0	144 100.0	264	174 100.0	195 100.0	37 100.0	233	60	27 100.0	6	52 100.0
29		-	-	-	•	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	•	-	•	•	-	-	-	-	-	-	-	-	-	-		-	-	-	-
30		-	-	- -	-	-	-	-	-	-		-	-	-	-	-	-	-	-	-	
31		-		-	-		-	•	-	-	-	-	-	-	-	-	-	-	•	-	-
		-	-	-	-	-	•	-	-	-	-	-	- -	-	-	-	-	-	-	•	-
32		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-
		-	•	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
33		-	-	- - -	-	-	-		-	- - -	-	-	- -	-	-		-	-	-	- -	-
34	CON Under : INF		- - -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
35	CONFIDENTIAL Under Protective Order INPD 011545	18 4.4 100.0	3 3.0 16.7	8 4.3 44.4	7 5.8 38.9	3.8 22.2	1 2.0 5.6	5 8.3 27.8	5 6.3 27.8		1 3.6 5.6	5 3.5 27.8	13 4.9 72.2	5 2.9 27.8	12 6.2 66.7	1 2.7 5.6	9 3.9 50.0	5 8.3 27.8	1 3.7 5.6	1 16.7 5.6	1 1.9 5.6

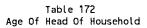
NPD Custom Research



								AI I	MOST OF LEN
								==========	=======================================
									DRUG/
		SMOK I	NG FREQUENCY						GRO- REST-
	SMOKING	G TENURE (NO	N-SEASONAL)			USE		TRADI	CERY/ AURANT
	=======	=======================================	*========	CIGAR B	RAND	ADDITIONAL		-TION	CON- /CIGAR
	2	1 OR		SMOKED MOS	TOFTEN	TOBACCO		-AL	VENI - BAR/
	TOTAL YEARS	11 OR LESS	2-3 4+		======	PRODUCTS	AGE OF SMOKER	TOB- TOB-	ENCE/ SPORT
	PRE- OR 3-		PER PER	MACA- PART-	ARTURO =		=================		DIS- CLUB/ MAIL
		ARS YEARS WEEK	WEEK WEEK	NUDO AGAS			18-34 35-54 55+		· - · · · · · · · · · · · · · · · · · ·
	===== ===== ===		===== =====	===== =====	=======================================	=======================================		===== ======	===== ====== =====
							•		
Base: Total Respondents	408 101	186 121 105	50 60	80 16	28	144 264	174 195 37	233 60	27 6 52
'	100.0 100.0 10	0.0 100.0 100.0	100.0 100.0	100.0 100.0	100.0 1	100.0 100.0	100.0 100.0 100.0	100.0 100.0	100.0 100.0 100.0
	100.0 24.8 4	5.6 29.7 25.7	12.3 14.7			35.3 64.7			
				.,					
NOT 01-35	180 48	85 47 54	22 20	40 10	13	68 112	78 86 15	109 24	11 2 20
	44.1 47.5 4	5.7 38.8 51.4	44.0 33.3	50.0 62.5	46.4	47.2 42.4	44.8 44.1 40.5	46.8 40.0	40.7 33.3 38.5
	100.0 26.7 4	7.2 26.1 30.0	12.2 11.1	22.2 5.6	7.2	37.8 62.2	43.3 47.8 8.3	60.6 13.3	6.1 1.1 11.1
Sigma	408 101	186 121 105	50 60	80 16	28	144 264	174 195 37	233 60	27 6 52
	100.0 100.0 10	0.0 100.0 100.0	100.0 100.0	100.0 100.0	100.0 1	100.0 100.0	100.0 100.0 100.0	100.0 100.0	100.0 100.0 100.0
	100.0 24.8 4	5.6 29.7 25.7	12.3 14.7	19.6 3.9	6.9	35.3 64.7	42.6 47.8 9.1	57.1 14.7	6.6 1.5 12.7

Table 172 Age Of Head Of Household

			KING T	ENURE	(NO	NG FRE	ONAL)	•	IGAR B	RAND T OFTEN	US ADD I 1 TOBA	IONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
	PRE- MIUM	YEARS OR LESS	YEARS	11 OR MORE YEARS	PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA- NUDO	PART-	ARTURO FUENTE	PROD	UCTS	18-34	35-5/	55+	TOB- ACCO	TOB- ACCO OUTLET	ENCE/ DIS-	SPORT CLUB/	00000
Base: Total Respondents	408	101 100.0	186 100.0	121	105 100.0	50 100.0	60 100.0	80 100.0	16 100.0	28 100.0 6.9	144 100.0	264 100.0	174	195 100.0	37 100.0	233	60 100.0 14.7	27	6	52 100.0
<u>Under 30 years</u>	98 24.0 100.0	37 36.6 37.8	58 31.2 59.2	3 2.5 3.1	37 35.2 37.8	7 14.0 7.1	5 8.3 5.1	18 22.5 18.4		10 35.7 10.2	44 30.6 44.9	54 20.5 55.1	98 56.3 100.0	- •	-	67 28.8 68.4	16 26.7 16.3	4 14.8 4.1	1 16.7 1.0	
Under 25	26 6.4 100.0	12 11.9 46.2	14 7.5 53.8	- - -	6 5.7 23.1	2 4.0 7.7	2 3.3 7.7	4 5.0 15.4	-	1 3.6 3.8	14 9.7 53.8	12 4.5 46.2	26 14.9 100.0	-		16 6.9 61.5	6 10.0 23.1	-	-	2 3.8 7.7
25 - 29	72 17.6 100.0	25 24.8 34.7	44 23.7 61.1	3 2.5 4.2	31 29.5 43.1	5 10.0 6.9	3 5.0 4.2	14 17.5 19.4	- - -	9 32.1 12.5	30 20.8 41.7	42 15.9 58.3	72 41.4 100.0	-	- - -	51 21.9 70.8	10 16.7 13.9	4 14.8 5.6	1 16.7 1.4	2 3.8 2.8
<u>30 - 44 years</u>	189 46.3 100.0	47 46.5 24.9	95 51.1 50.3	47 38.8 24.9	44 41.9 23.3	21 42.0 11.1	23 38.3 12.2	44 55.0 23.3	11 68.8 5.8	13 46.4 6.9	59 41.0 31.2	130 49.2 68.8	70 40.2 37.0	117 60.0 61.9	1 2.7 0.5	114 48.9 60.3	27 45.0 14.3	14 51.9 7.4	4 66.7 2.1	18 34.6 9.5
30 - 34	67 16.4 100.0	16 15.8 23.9	41 22.0 61.2	10 8.3 14.9	20 19.0 29.9	9 18.0 13.4	6 10.0 9.0	16 20.0 23.9	4 25.0 6.0	5 17.9 7.5	20 13.9 29.9	47 17.8 70.1	62 35.6 92.5	5 2.6 7.5	- - -	41 17.6 61.2	13 21.7 19.4	3 11.1 4.5	3 50.0 4.5	2 3.8 3.0
35 - 39	60 14.7 100.0	17 16.8 28.3	31 16.7 51.7	12 9.9 20.0	12 11.4 20.0	5 10.0 8.3	8 13.3 13.3	13 16.3 21.7	4 25.0 6.7	7.1 3.3	19 13.2 31.7	41 15.5 68.3	6 3.4 10.0	54 27.7 90.0	· .	13.7	8 13.3 13.3	6 22.2 10.0	1 16.7 1.7	4 7.7 6.7
CONFII Under Pro INPD	62 15.2 100.0	14 13.9 22.6	23 12.4 37.1		12 11.4 19.4	7 14.0 11.3	9 15.0 14.5	15 18.8 24.2	3 18.8 4.8		20 13.9 32.3	42 15.9 67.7	2 1.1 3.2	58 29.7 93.5			6 10.0 9.7	5 18.5 8.1	• •	12 23.1 19.4
CONFIDENTIAL Under Protective Order INPD 011547 Resea						ect Y4V			GENERAL	. CIGAR	ATTITU	DE AND	USAGE							

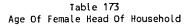


			(ING T		(NO	NG FREG	(JANC	r	IGAR B	PAND	US Ann i T	E IONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
	PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOKI	ED MOS	T OFTEN E====== ARTURO FUENTE	TOBA PROD	CCO UCTS	=====		=====	-AL TOB- ACCO	TOB- ACCO	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	
Base: Total Respondents	408 100.0		186 100.0	121 100.0	105 100.0	50 100.0	60	80 100.0	16 100.0	28 100.0	144	264 100.0	174 100.0	195 100.0	37 100.0	233	60 100.0	27 100.0	6	52 100.0
<u>45 - 64 years</u>	105 25.7 100.0	16 15.8 15.2			18.1	40.0	45.0	21.3	31.3		34 23.6 32.4	71 26.9 67.6	6 3.4 5.7	75 38.5 71.4	23 62.2 21.9		25.0	25.9		
45 - 49	51 12.5 100.0	11 10.9 21.6	17 9.1 33.3	19.0		22.0		11.3	25.0		18 12.5 3 5.3		2 1.1 3.9			23 9.9 45.1	10.0	18.5		11 21.2 21.6
50 - 54	27 6.6 100.0					14.0	8.3		6.3	3.6	11 7.6 40.7		- - -	25 12.8 92.6	1 2.7 3.7		6.7	3.7	-	8 15.4 29.6
55 - 59	14 3.4 100.0	-	8 4.3 57.1		-	1 2.0 7.1		3.8	-			11 4.2 78.6	1 0.6 7.1	1 0.5 7.1		3.0	3.3	3.7		
60 - 64	13 3.2 100.0	4.0	0.5		3.8	2.0		2.5	-	-	2 1.4 15.4		3 1.7 23.1	- - -		1.7	5.0	-	1 16.7 7.7	7.7
65 years or older	16 3.9 100.0	1.0	0.5		4.8	4.0	8.3	1.3	; -	3.6		3.4	-		13 35.1 81.3	3.0	3.3	7.4	-	7.7 25.0
Unknown	-	-	-	. <u>.</u>	-	. <u>-</u>	. .	-		-	-	-	-	-	-	-	_	-	-	-
CONFIDENTIAL Under Protective Order INPD 011548 Research Custom NPD NPD	-	-	-	_	Proj	iect Y4	- -vx007-	1 -	GENERA	L CIGAR	ATTIT	- - UDE AN	T D USAG	- - E	-	-	•	-	-	-

Table 172 Age Of Head Of Household

STORE PURCHASE CIGARS AT MOST OFTEN

																=====	======	:	-=====:	=====
		SMO	KING T	ENURE		NG FRE					U	SE				TRADI			REST- AURANT	
		2 YEARS	=====	11 OR	1 OR LESS	2-3	==== = 4+		IGAR B ED MOS	RAND T OFTEN	TOB	TIONAL ACCO DUCTS	AGF	OF SM	∩KER	-TION -AL TOB-		CON- VENI-	/CIGAR	
	PRE- MIUM =====	OR LESS	3-10 YEARS	MORE YEARS	PER WEEK =====	PER WEEK =====	PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO =====	=====	35-54 =====	=====	ACCO SHOP	ACCO	DIS-		MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	100.0		100.0	100.0		264 100.0 64.7				233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Sigma	408 100.0 100.0		186 100.0 45.6			50 100.0 12.3	60 100.0 14.7				144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
Median	38.24	34.21	34.26	47.27	33.87	42.85	45.82	37.30	39.99	33.99	37.10	38.77	29.23	43.31	62.24	36.14	35.62	40.49	33.32	46.81



		KING TENURE	(NON-S	FREQUENCY SEASONAL)		IGAR BF	RAND	US ADD I T	E IONAL				TRADI		CERY/ CON-	REST- AURANT /CIGAR	
	MIUM LESS	11 0 3-10 MORE YEARS YEARS	S WEEK WE	ER PER EEK WEEK	MACA- NUDO	PART- AGAS		YES	UCTS NO	18-34	35-54	55+	SHOP	ACCO OUTLET	DIS- COUNT	SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 101 100.0 100.0		1 105 0 100.0 10	50 60 00.0 100.0	80 100.0	16 100.0	28 100.0	144 100.0	264 100.0	174	195 100.0	37 100.0	233 100.0	60 100.0	27	6 100.0	52 100.0 12.7
<u>Under 30 years</u>	60 16 14.7 15.8 100.0 26.7				7 8.8 11.7	18.8		29 20.1 48.3		55 31.6 91.7	5 2.6 8.3		48 20.6 80.0				2 3.8 3.3
Under 25	15 5 3.7 5.0 100.0 33.3	5.4	- 5 - 4.8 - 33.3	3 1 6.0 1.7 20.0 6.7	1.3	-	- - -	10 6.9 66.7			-		3.4 53.3	6.7		-	1 1.9 6.7
25 - 29	45 11 11.0 10.9 100.0 24.4	17.2 1.	2 12 7 11.4 4 26.7		7.5 13.3	18.8	14.3			40 23.0 88.9		-	40 17.2 88.9	3.3	3.7	-	1 1.9 2.2
<u>30 - 44 years</u>	145 43 35.5 42.6 100.0 29.7	36.6 28.	1 32.4	15 18 30.0 30.0 10.3 12.4	36.3	43.8	42.9			41 23.6 28.3	101 51.8 69.7		80 34.3 55.2	38.3	37.0	-	16 30.8 11.0
30 - 34	57 20 14.0 19.8 100.0 35.	3 15.1 7.	9 14 4 13.3 8 24.6	5 6 10.0 10.0 8.8 10.5	15.0	12.5	21.4			33 19.0 57.9			29 12.4 50.9	23.3	14.8	-	3 5.8 5.3
35 - 39	45 13 11.0 12.9 100.0 28.9	7 10.8 9.	_	1 7 2.0 11.7 2.2 15.6	10.0	12.5	-	19 13.2 42.2		7 4.0 15.6	38 19.5 84.4		31 13.3 68.9	8.3	11.1	-	4 7.7 8.9
40 - 44		0 20 1 9 10.8 10. 3 46.5 30.	7 10.5		11.3	18.8	21.4	8.3	11.7		39 20.0 90.7			6.7	11.1	-	9 17.3 20.9

Table 173 Age Of Female Head Of Household

				KING T	ENURE	(NO	NG FRE	DNAL)	r	IGAR BI	2 A N D		SE TIONAL				TRADI	======	DRUG/ GRO- CERY/	REST- AURANT	
		TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS	2-3 PER	4+ PER	SMOK	ED MOS	OFTEN	TOB/ PRO	ACCO DUCTS	AGE	OF SMC	OKER	-TION -AL TOB-	TOB-	VENI-	/CIGAR BAR/ SPORT	
		MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	ARTURO FUENTE	VES	NΩ	19-7/	75 5/	E E .	CHOD	ACCO OUTLET		CLUB/ EVENT	
Base: Total Responden	ets	408 100.0	101 100.0 24.8	186 100.0	121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16 100.0	28 100.0	144 100.0	264 100.0 64.7	174 100.0	195 100.0	37 100.0	233 100.0	60	27	6 100.0	
<u>45 - 64 years</u>			12 11.9 14.8	23 12.4 28.4	46 38.0 56.8	12 11.4 14.8	12 24.0 14.8			2 12.5 2.5		21 14.6 25.9	60 22.7 74.1		49 25.1 60.5	24 64.9 29.6	41 17.6 50.6	11 18.3 13.6	6 22.2 7.4	1 16.7 1.2	19 36.5 23.5
45 - 49		43 10.5 100.0	7 6.9 16.3		23 19.0 53.5	9 8.6 20.9	7 14.0 16.3	11 18.3 25.6		1 6.3 2.3	3 10.7 7.0	13 9.0 30.2	30 11.4 69.8	2.3 9.3	36 18.5 83.7	3 8.1 7.0	26 11.2 60.5	5 8.3 11.6			7 13.5 16.3
50 - 54		20 4.9 100.0	2.0 10.0	9 4.8 45.0	7.4 45.0	1 1.0 5.0	3 6.0 15.0	6 10.0 30.0	2.5 10.0	6.3 5.0	1 3.6 5.0	3 2.1 15.0	17 6.4 85.0	3 1.7 15.0	11 5.6 55.0	6 16.2 30.0	9 3.9 45.0	5 8.3 25.0	1 3.7 5.0	- - -	7.7 20.0
55 - 59		12 2.9 100.0	2.0 16.7	1 0.5 8.3	7.4 75.0	2 1.9 16.7	2 4.0 16.7	6.7 33.3	5.0 33.3	-	- - -	2.8 33.3	8 3.0 66.7	-	2 1.0 16.7	10 27.0 83.3	5 2.1 41.7	-	-	1 16.7 8.3	5 9.6 41.7
60 - 64		6 1.5 100.0	1 1.0 16.7	-	7.1	- - -	-	3 5.0 50.0	1 1.3 16.7	-	-	0.7 16.7	5 1.9 83.3	1 0.6 16.7	- - -	5 13.5 83.3	0.4 16.7	1 1.7 16.7	-		3 5.8 50.0
65 years or older		6 1.5 100.0	1 1.0 16.7	-	5 4.1 83.3	1 1.0 16.7	1 2.0 16.7	2 3.3 33.3	-	-	1 3.6 16.7	1 0.7 16.7	5 1.9 83.3		2 1.0 33.3	4 10.8 66.7	3 1.3 50.0	-	-	-	2 3.8 33.3
No female head	CONFII Under Pro	116 28.4 100.0			34 28.1 29.3	41 39.0 35.3	13 26.0 11.2	12 20.0 10.3		25.0 3.4		48 33.3 41.4	68 25.8 58.6	70 40.2 60.3	38 19.5 32.8	8 21.6 6.9	61 26.2 52.6	20 33.3 17.2	10 37.0 8.6	5 83.3 4.3	13 25.0 11.2

Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE

NPD Custom Research

Table 173 Age Of Female Head Of Household

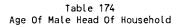
STORE PURCHASE CIGARS AT MOST OFTEN

					DRUG/
		SMOKING FREQUENCY	,		GRO- REST-
	SMOKING TENU			USE	TRADI CERY/ AURANT
	SHOKING TENO	(L (NON SEASONAE)	CIGAR BRAND	ADDITIONAL	-TION CON- /CIGAR
	=======================================	4 00			-AL VENI- BAR/
	2	1 OR	SMOKED MOST OFTEN	TOBACCO	•
	TOTAL YEARS 11	OR LESS 2-3 4+		PRODUCTS AGE OF SMOKER	TOB- TOB- ENCE/ SPORT
	PRE- OR 3-10 MO	RE PER PER PER	MACA- PART- ARTURO :		ACCO ACCO DIS- CLUB/ MAIL
	MIUM LESS YEARS YE	ARS WEEK WEEK WEEK	NUDO AGAS FUENTE	YES NO 18-34 35-54 55+	SHOP OUTLET COUNT EVENT ORDER
	===== ===== ==		· ===== ===== :		
Base: Total Respondents	408 101 186	121 105 50 60	80 16 28	144 264 174 195 37	233 60 27 6 52
base. Total Respondents	100 101	0.0 100.0 100.0 100.0	0 100.0 100.0 100.0	100.0 100.0 100.0 100.0 100.0	100.0 100.0 100.0 100.0 100.0
		9.7 25.7 12.3 14.		35.3 64.7 42.6 47.8 9.1	57.1 14.7 6.6 1.5 12.7
	100.0 24.8 45.6 2	9.7 23.7 12.3 14.	1 17.0 3.7 0.7	33.3 04.1 42.0 41.0 7.1	2,
		405 50 (0 00 17 39	144 264 174 195 37	233 60 27 6 52
Sigma	408 101 186	121 105 50 60		==-	
	100.0 100.0 100.0 10	0.0 100.0 100.0 100.0		100.0 100.0 100.0 100.0 100.0	
	100.0 24.8 45.6 2	9.7 25.7 12.3 14.	7 19.6 3.9 6.9	35.3 64.7 42.6 47.8 9.1	57.1 14.7 6.6 1.5 12.7
	•				
Median	37.00 35.00 34.00 46	100 35.00 41.00 45.0	0 38.00 37.00 40.00	35.00 38.00 29.00 41.00 56.00	36.00 35.00 40.00 59.00 47.00
nearun	3,.00 33,00 3,,00				

Table 174 Age Of Male Head Of Household

																=====	======	=====	======	=====
			KING T	ENURE	(NO	NG FRE N-SEAS	ONAL)		IGAR BI	RAND T OFTEN	U: ADD I TOBA	TIONAL				TRADI		CERY/ CON-	REST- AURANT /CIGAR	
	PRE- MIUM	YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	LESS PER WEEK	PER Week	4+ PER WEEK	MACA-	PART-	ARTURO	PROD	DUCTS	===== 18-3/	35-5/	551	CHOD	TOB- ACCO OUTLET	DIS-	SPORT CLUB/	
Base: Total Respondents	408 100.0	101 100.0	186 100.0	121 100.0 29.7	105 100.0	50 100.0	60 100.0	80 100.0	16 100.0	28 100.0	144 100.0	264 100.0	174 100.0	195 100.0 47.8	37 100.0	233 100.0	60	27 100.0 6.6	6 100.0	
<u>Under 30 years</u>		31 30.7 37.8		2 1.7 2.4	29 27.6 35.4	5 10.0 6.1	4 6.7 4.9		• •	8 28.6 9.8	38 26.4 46.3	44 16.7 53.7	82 47.1 100.0	-		56 24.0 68.3			1 16.7 1.2	
Under 25	19 4.7 100.0		9 4.8 47.4	-	3.8 21.1	- - -	1 1.7 5.3		-	1 3.6 5.3	6.3 47.4		19 10.9 100.0	-		12 5.2 63.2		- - -	-	2 3.8 10.5
25 - 29		21 20.8 33.3			25 23.8 39.7	5 10.0 7.9	3 5.0 4.8	13 16.3 20.6	- -		29 20.1 46.0			-	-	44 18.9 69.8		4 14.8 6.3	1 16.7 1.6	
<u>30 - 44 years</u>	174 42.6 100.0	38 37.6 21.8	91 48.9 52.3	45 37.2 25.9	39 37.1 22.4	18 36.0 10.3	22 36.7 12.6	39 48.8 22.4	11 68.8 6.3		54 37.5 31.0		59 33.9 33.9		-	105 45.1 60.3	25 41.7 14.4	12 44.4 6.9	4 66.7 2.3	34.6
30 - 34	59 14.5 100.0	12 11.9 20.3		7.4 15.3	17 16.2 28.8		6 10.0 10.2		25.0 6.8	4 14.3 6.8	17 11.8 28.8	42 15.9 71.2	55 31.6 93.2	4 2.1 6.8			11 18.3 18.6	7.4 3.4	3 50.0 5.1	2 3.8 3.4
35 - 39	56 13.7 100.0	14 13.9 25.0	30 16.1 53.6	12 9.9 21.4	11 10.5 19.6		7 11.7 12.5	15.0	4 25.0 7.1		18 12.5 32.1			53 27.2 94.6		34 14.6 60.7	8 13.3 14.3	5 18.5 8.9	1 16.7 1.8	4 7.7 7.1
40 - 44 Und C	59 14.5 100.0			24 19.8 40.7	11 10.5 18.6	6 12.0 10.2	9 15.0 15.3	14 17.5 23.7	3 18.8 5.1		19 13.2 32.2		1 0.6 1.7	57 29.2 96.6		33 14.2 55.9	6 10.0 10.2	5 18.5 8.5	- - -	12 23.1 20.3

CONFIDENTIAL
Under Protective Order
INPD 011553
Research
Custom



			2	(ING TE		(NON ====== 1 OR		DNAL)	SMOKE		OFTEN	TOBA	IONAL				TRADI -TION -AL		CON- VENI-	AURANT /CIGAR BAR/	
			OR LESS	YEARS		PER WEEK	PER WEEK	WEEK	MACA- NUDO	PART- AGAS		===== YES	NO	===== 18-34	35-54	55+	SHOP	TOB- ACCO OUTLET	DIS- COUNT		
Base: Total Responden	its	408 100.0	101	186 100.0	121	105 100.0	50 100.0	60 100.0	80 100.0	16	28 100.0	144 100.0	264	174 100.0	195 100.0	37 100.0	233	60	27 100.0 6.6	6 100.0	52 100.0 12.7
<u>45 - 64 years</u>		102 25.0 100.0		32 17.2 31.4		19 18.1 18.6	20 40.0 19.6	26 43.3 25.5	16 20.0 15.7	5 31.3 4.9	4 14.3 3.9	33 22.9 32.4	69 26.1 67.6	6 3.4 5.9	72 36.9 70.6	23 62.2 22.5	45 19.3 44.1	14 23.3 13.7	6 22.2 5.9	1 16.7 1.0	
45 - 49		48 11.8 100.0	10 9.9 20.8	17 9.1 35.4		12 11.4 25.0		11 18.3 22.9	8 10.0 16.7	4 25.0 8.3	7.1 4.2	17 11.8 35.4	31 11.7 64.6	2 1.1 4.2	46 23.6 95.8	-			4 14.8 8.3	- -	10 19.2 20.8
50 - 54		27 6.6 100.0		6 3.2 22.2		3 2.9 11.1		5 8.3 18.5	3.8 11.1	1 6.3 3.7	1 3.6 3.7	11 7.6 40.7	16 6.1 59.3		25 12.8 92.6	1 2.7 3.7			1 3.7 3.7	- - -	8 15.4 29.6
55 - 59		14 3.4 100.0	- - -	8 4.3 57.1		-	1 2.0 7.1		3 3.8 21.4	- - -	1 3.6 7.1	3 2.1 21.4	4.2 78.6	1 0.6 7.1	1 0.5 7.1	12 32.4 85.7	7 3.0 50.0	3.3	1 3.7 7.1	-	3 5.8 21.4
60 - 64		13 3.2 100.0	4.0	0.5 7.7		3.8 30.8	1 2.0 7.7	4 6.7 30.8	2 2.5 15.4	- •	-	2 1.4 15.4	11 4.2 84.6	3 1.7 23.1	- - -	10 27.0 76.9	1.7 30.8	5.0	-	1 16.7 7.7	
65 years or older		15 3.7 100.0	-	1 0.5 6.7	11.6				1 1.3 6.7		1 3.6 6.7	6 4.2 40.0	9 3.4 60.0	-	2 1.0 13.3	13 35.1 86.7	7 3.0 46.7	3.3	7.4 13.3	- - -	4 7.7 26.7
No male head	Co Unde II	35 8.6 100.0	16.8	13 7.0 37.1	4.1	13 12.4 37.1			7 8.8 20.0	-	4 14.3 11.4	13 9.0 37.1	22 8.3 62.9	27 15.5 77.1	7 3.6 20.0	1 2.7 2.9	20 8.6 57.1		3 11.1 8.6	-	1 1.9 2.9
NPD Custom Research	CONFIDENTIAL Under Protective Order INPD 011554					Proj	ect Y4'	vx007-	1 - (GENERAI	_ CIGAR	ATTITU	JDE AND) USAGI	≣						

Table 174 Age Of Male Head Of Household

STORE	PURCH/	4SE	CIGARS	
A1	TROM	OF:	TFN.	

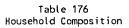
													=====		=====	======	=====
	SMOK	CING TENURE	SMOKING FRE (NON-SEAS					US					TRADI		DRUG/ GRO- CERY/	REST- AURANT	
	=====		========	======	С	IGAR B	RAND	ADD I 1	IONAL				-TION		CON-	/CIGAR	
	2		1 OR		SMOK	ED MOS	T OFTEN	TOBA	CCO				-AL		VENI-	BAR/	
	TOTAL YEARS	11 OR	LESS 2-3	4+	=====	=====	======	PROD	UCTS	AGE	OF SMO	OKER	TOB-	TOB-		SPORT	
	PRE- OR	3-10 MORE	PER PER	PER	MACA-	PART-	ARTURO	=====	=====					ACCO	DIS-	CLUB/	MAIL
	MIUM LESS	YEARS YEARS	WEEK WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+				EVENT	ORDER
	===== =====	===== =====	===== =====	=====	=====	=====	======	=====	=====	=====	=====	=====					
Base: Total Respondents	408 101	186 121	105 50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
·	100.0 100.0	100.0 100.0	100.0 100.0	100.0	100.0	100.0			100.0			100.0				100 0	100.0
		45.6 29.7		14.7				35.3	64.7	42.6	47.8	9.1	57.1	14.7		1 1 1	
			23.7 72.3	17.1	.,.0	3.7	0.,	37.3	04.7	42.0	47.0	7.1	31.1	14.1	6.6	1.5	12.7
Sigma	408 101	186 121	105 50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
	100.0 100.0	100.0 100.0	100.0 100.0													100 0	100.0
		45.6 29.7							64.7	42.6	47.8						
	.00.0 24.0	43.0 27.1	CJ.1 1C.J	1-4.7	17.0	3.7	0.9	ر. د	04.7	42.0	47.0	9.1	57.1	14.7	6.6	1.5	12.7
Median	39.00 34.00	34.00 47.00	34.50 43.50	46.00	37.00	39.00	34.50	37.00	39.00	29.00	43.00	62.00	36.00	37.00	40.50	32.00	46.00



			CING TE	=====	(NON ====== 1 OR		ONAL)		GAR BE	RAND FOFTEN	TOBA	IONAL				TRADI -TION -AL		CERY/ CON- VENI-		
		OR LESS		YEARS	PER WEEK		WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	===== 18-34	35-54	55+	ACCO SHOP	TOB- ACCO OUTLET	DIS- COUNT		MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8						80 100.0 19.6	16 100.0 3.9	28 100.0 6.9		264 100.0 64.7		195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
1-2 Members (Net)	199 48.8 100.0	54 53.5 27.1	84 45.2 42.2						3 18.8 1.5	13 46.4 6.5	69 47.9 34.7	130 49.2 65.3	108 62.1 54.3	65 33.3 32.7	26 70.3 13.1	105 45.1 52.8	32 53.3 16.1	13 48.1 6.5	6 100.0 3.0	
Single member	84 20.6 100.0	24 23.8 28.6			30 28.6 35.7		7 11.7 8.3		1 6.3 1.2	5 17.9 6.0		53 20.1 63.1	51 29.3 60.7		6 16.2 7.1				83.3	
Two members	115 28.2 100.0				32 30.5 27.8				2 12.5 1.7	8 28.6 7.0		77 29.2 67.0		38 19.5 33.0	20 54.1 17.4	62 26.6 53.9			16.7	19 36.5 16.5
3-4 Members (Net)	165 40.4 100.0	33 32.7 20.0						25 31.3 15.2		12 42.9 7.3			56 32.2 33.9		11 29.7 6.7			33.3		18 34.6 10.9
Three members	90 22.1 100.0	18 17.8 20.0					21.7	21.3	5 31.3 5.6		31 21.5 34.4	59 22.3 65.6	31 17.8 34.4	48 24.6 53.3	10 27.0 11.1	56 24.0 62.2	21.7		-	7 13.5 7.8
Four members	75 18.4 100.0		23.1	14.0									25 14.4 33.3		1 2.7 1.3		15.0			11 21.2 14.7
Five or more members	44 10.8 100.0		10.2	9.1	11 10.5 25.0	4 8.0 9.1	11 18.3 25.0				15 10.4 34.1		10 5.7 22.7	33 16.9 75.0		25 10.7 56.8		5 18.5 11.4		6 11.5 13.6

Table 175 Household Size

																====	======	=====	======	=====
		SMO	KING T	ENURE	(NO	NG FRE N-SEAS	ONAL)				U	SE				TRADI			REST- AURANT	
	TOTAL PRE-	2 YEARS OR	3-10		1 OR LESS PER	2-3 PER	===== 4+ PER	SMOK	=====	T OFTEN	TOB.	TIONAL ACCO DUCTS	AGE	OF SM	OKER	-TION -AL TOB-	TOB-	CON-	/CIGAR	
	MIUM =====	LESS		YEARS		WEEK	WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO =====	18-34 =====	35-54 =====	55+ =====	ACCO SHOP	ACCO OUTLET	DIS-	CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6	100.0	105 100.0 25.7	100.0	60 100.0 14.7	80 100.0 19.6	100 0	100.0	100.0		100.0	100.0	37 100.0	233 100.0 57.1		100.0	100.0	100.0
Unknown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6.6	1.5	12.7
0.	-	-	•	-	-	•	-	-	-	-	-	•	-	-		-	-	-	-	-
Sigma	408 100.0 100.0		186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	100.0	60 100.0 14.7	100 0			100.0		100.0	195 100.0 47.8		233 100.0 57.1	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Mean	2.77	2.71	2.85	2.69	2.51	2.76	3.00	2.54	3.75	2.82	2.78	2.76	2.39	3.21				2.74		2.83
Standard Deviation	1.43	1.50	1.42	1.37	1.43	1.32	1.50	1.37	1.57	1.31	1.44	1.42	1.32	1.47	0.73	1.43	1.38	1.56		1.50
Standard Error	0.07							0.15										0.30		0.21



			CING TE		(NO	IG FREG	ONAL)	CI	GAR BE	RAND	US ADD I T	E IONAL				TRADI		CON-	AURANT /CIGAR	
	TOTAL PRE- MIUM	OR LESS	3-10 YEARS	YEARS	PER WEEK		WEEK	===== MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	UCTS ===== NO	===== 18-34	35-54	55+	ACCO SHOP	TOB- ACCO OUTLET	COUNT	SPORT CLUB/ EVENT	ORDER
Base: Total Respondents	408	101 100.0	186 100.0	121 100.0	105 100.0	50 100.0	60 100.0	80	16	28	144	264	174 100.0	195 100.0	37	233 100.0	60	27 100.0 6.6	6	52 100.0
Family Household (Net)	288 70.6 100.0		132 71.0 45.8					52 65.0 18.1	13 81.3 4.5	17 60.7 5.9		188 71.2 65.3	95 54.6 33.0	163 83.6 56.6	28 75.7 9.7		40 66.7 13.9		1 16.7 0.3	
Male and female married	257 63.0 100.0							46 57.5 17.9	12 75.0 4.7	17 60.7 6.6		174 65.9 67.7	77 44.3 30.0	150 76.9 58.4	28 75.7 10.9	65.2	33 55.0 12.8		1 16.7 0.4	
Female head living with others related	13 3.2 100.0		3.8	-	3.8 30.8		1 1.7 7.7	-	- - -	:	8 5.6 61.5	5 1.9 38.5	11 6.3 84.6	1.0 15.4	•	6 2.6 46.2		1 3.7 7.7	-	- -
Male head living with others related	18 4.4 100.0	4.0					3 5.0 16.7	6 7.5 33.3	1 6.3 5.6	- - -	0.5	9 3.4 50.0	7 4.0 38.9	11 5.6 61.1	-	4.3				3 5.8 16.7
Non-Family Household (Net)	120 29.4 100.0	35.6	29.0	24.8	41.9				3 18.8 2.5	11 39.3 9.2		76 28.8 63.3	79 45.4 65.8	32 16.4 26.7	9 24.3 7.5	27.9				21.2
Female alone	8 2.0 100.0			1.7	1.9	2.0			- - -			7 2.7 87.5	5 2.9 62.5	3 1.5 37.5	- - -	5 2.1 62.5	1 1.7 12.5	-	-	1 1.9 12.5
Female living with others not related	14 3.4 100.0	6.9						4 5.0 28.6		3 10.7 21.4		10 3.8 71.4	11 6.3 78.6	2 1.0 14.3	1 2.7 7.1	9 3.9 64.3		7.4 14.3		-

Table 176 Household Composition

																=====	======	=====	======	=====
			KING T	ENURE	(NO	NG FRE	ONAL)	r	IGAR BI	DAND	_	SE				TRADI			REST-	
		2			1 OR							TIONAL				-TION			/CIGAR	
	TOTAL	YEARS		11 00		2.7				TOFTEN		ACCO				-AL		VENI-	•	
	PRE-	OR		11 OR		2-3	4+			======		DUCTS		OF SM		TOB-	TOB-		SPORT	
			3-10	MORE	PER	PER	PER			ARTURO						ACCO	ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS	TEAKS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base: Total Respondents	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					100.0				100.0	_	100.0
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9					47.8						
Male alone	76	20	34	22	28	8	7	17	1	4	30	46	46	24	6	38	12	8	5	8
	18.6	19.8	18.3	18.2			11.7		6.3			17.4				16.3			-	_
	100.0	26.3	44.7		36.8		9.2					60.5			7.9				6.6	
Male living with others not	22	5	14	3	7	3	2	4	2	3	9	13	17	3	2	13	5	1	-	2
related	5.4	5.0	7.5	2.5	6.7	6.0	3.3	5.0	12.5	10.7	6.3		9.8					3.7	-	_ =
	100.0	22.7	63.6	13.6	31.8	13.6				13.6			77.3				22.7	4.5	-	9.1
Unknown	_	_	-		-	-	-	_	_		-	-		_	_	_	-	_	_	_
	-	-		-	_	-	_	_	-		_	_	_	_	_	_	-		_	_
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
-				100.0						-				100.0				100.0	100 0	100.0
				29.7										47.8				6.6		12.7



	TOTAL		CING TI		(NOP	NG FREG N-SEASO ======	ONAL)	SMOKE		RAND FOFTEN	TOBA	IONAL	AGE	OF SMC	NED	TRADI -TION -AL TOB-	TOB-		AURANT /CIGAR BAR/	
	PRE- MIUM	OR LESS		MORE YEARS	PER Week	PER WEEK	PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	===== 18-34	35 - 54	55+	ACCO SHOP	ACCO OUTLET	DIS- COUNT	CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	100.0				50 100.0 12.3					144 100.0 35.3				37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Under \$15,000 (Net)	22 5.4 100.0	5.0			11 10.5 50.0		1 1.7 4.5		- - -		16 11.1 72.7	6 2.3 27.3	12 6.9 54.5	5 2.6 22.7		7 3.0 31.8	11.7	4 14.8 18.2	-	3 5.8 13.6
Under \$7,500	5 1.2 100.0	4.0			1 1.0 20.0	-	1 1.7 20.0	- - -	-	-	2 1.4 40.0	3 1.1 60.0	3 1.7 60.0	1.0 40.0		0.9 40.0		-	-	-
\$7,500 - \$9,999	4 1.0 100.0	-	- - -	3.3 100.0		2.0			- - -	-	3 2.1 75.0	1 0.4 25.0	- -	2 1.0 50.0			3.3 50.0	7.4	-	-
\$10,000 - \$12,499	6 1.5 100.0	-	4 2.2 66.7		3.8			2.5 33.3			6 4.2 100.0		2.3 66.7	0.5 16.7	1 2.7 16.7		1.7		-	1 1.9 16.7
\$12,500 - \$14,999	7 1.7 100.0	1.0			2.9	-	-	1 1.3 14.3			5 3.5 71.4			- - -		0.9	1.7			2 3.8 28.6
\$15,000 - \$34,999 (Net)		32 31.7 37.2	21.0	12.4	23.8	26.0	20.0	15.0	6.3	14.3	27.1	17.8	31.6		8.1	20.6	25.0	18.5	3 50.0 3.5	13.5
\$15,000 - \$24,999 (Net)	31 7.6 100.0		8.6	4.1	8.6	6.0			-		16 11.1 51.6	5.7	20 11.5 64.5	10 5.1 32.3	2.7	16 6.9 51.6	8.3	11.1	1 16.7 3.2	

NPD Custom Research

CONFIDENTIAL
Under Protective Order
INPD 011560

Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE

Table 177 Income (Actual)

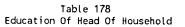
																=====	7 FA :======	10ST 0		
			KING T	ENURE	(NO	NG FREG	ONAL)		IGAR BE	RAND OFTEN	US ADD I 1 TOBA	IONAL				TRADI -TION -AL		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
	PRE- MIUM	YEARS OR LESS	3-10 YEARS	YEARS	PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-	PART-	ARTURO FUENTE	PROD	OUCTS	18-34	35-54	55+	TOB- ACCO	OUTLET	ENCE/ DIS-	SPORT CLUB/	OBDED
Base: Total Respondents	408 100.0	101 100.0 24.8	186 100.0	121 100.0	105 100.0	50	60 100.0	80 100.0	16	28 100.0 6.9	144	264 100.0	174	195	37	233	60 100.0 14.7	27	6	52 100.0
\$15,000 - \$19,999	14 3.4 100.0	2 2.0 14.3	10 5.4 71.4	2 1.7 14.3	3 2.9 21.4	2 4.0 14.3	3 5.0 21.4	1 1.3 7.1	-	1 3.6 7.1	7 4.9 50.0	7 2.7 50.0	8 4.6 57.1	5 2.6 35.7	1 2.7 7.1	6 2.6 42.9	3 5.0 21.4	2 7.4 14.3	-	2 3.8
\$20,000 - \$24,999	17 4.2 100.0	7.9 47.1	6 3.2 35.3	3 2.5 17.6	6 5.7 35.3	1 2.0 5.9	1 1.7 5.9	5 6.3 29.4	-	1 3.6 5.9	9 6.3 52.9	8 3.0 47.1	12 6.9 70.6	5 2.6 29.4	-	10 4.3 58.8	2 3.3 11.8	1 3.7 5.9	1 16.7 5.9	2 3.8 11.8
\$25,000 - \$34,999 (Net)	55 13.5 100.0	22 21.8 40.0	23 12.4 41.8	10 8.3 18.2	16 15.2 29.1	10 20.0 18.2	8 13.3 14.5	6 7.5 10.9	1 6.3 1.8	2 7.1 3.6	23 16.0 41.8	32 12.1 58.2	35 20.1 63.6	18 9.2 32.7	2 5.4 3.6	32 13.7 58.2	10 16.7 18.2	2 7.4 3.6	2 33.3 3.6	3 5.8 5.5
\$25,000 - \$29,999	23 5.6 100.0	10 9.9 43.5	7 3.8 30.4	5.0 26.1	5 4.8 21.7	3 6.0 13.0	5 8.3 21.7	2.5 8.7	-	1 3.6 4.3	9 6.3 39.1	5.3 60.9	15 8.6 65.2	7 3.6 30.4	1 2.7 4.3	12 5.2 52.2	7 11.7 30.4	1 3.7 4.3	1 16.7 4.3	2 3.8 8.7
\$30,000 - \$34,999	32 7.8 100.0	12 11.9 37.5	16 8.6 50.0	3.3 12.5	11 10.5 34.4	7 14.0 21.9	3 5.0 9.4	4 5.0 12.5	1 6.3 3.1	1 3.6 3.1	14 9.7 43.8	18 6.8 56.3	20 11.5 62.5	11 5.6 34.4	1 2.7 3.1	20 8.6 62.5	3 5.0 9.4	1 3.7 3.1	1 16.7 3.1	1 1.9 3.1
\$35,000 or more (Net)	300 73.5 100.0	64 63.4 21.3	138 74.2 46.0	98 81.0 32.7	69 65.7 23.0	35 70.0 11.7	47 78.3 15.7	64 80.0 21.3	15 93.8 5.0	24 85.7 8.0	89 61.8 29.7	211 79.9 70.3	107 61.5 35.7	162 83.1 54.0	29 78.4 9.7	178 76.4 59.3	38 63.3 12.7	18 66.7 6.0	3 50.0 1.0	42 80.8 14.0
\$35,000 - \$49,999 (Net)	68 16.7 100.0	12 11.9 17.6	37 19.9 54.4	19 15.7 27.9	17 16.2 25.0	10 20.0 14.7	11 18.3 16.2	9 11.3 13.2	5 31.3 7.4	7 25.0 10.3	30 20.8 44.1	38 14.4 55.9	37 21.3 54.4	22 11.3 32.4	9 24.3 13.2	44 18.9 64.7	8 13.3 11.8	7 25.9 10.3	1 16.7 1.5	
CONFIDENTIAL Under Protective Order INPD 011561 Research Custom Research PD 011561					Proje	ct Y4V	X007-1	- G	ENERAL	CIGAR	ATTITU	DE AND	USAGE							



			KING TI		(NO!	NG FREG	ONAL)		GAR BE			IONAL				TRADI -TION		CON-	AURANT /CIGAR	
	PRE- MIUM		YEARS	YEARS	PER WEEK	PER WEEK		MACA- NUDO	PART - AGAS	OFTEN ARTURO FUENTE	YES	OUCTS NO	18-34	35-54	55+	ACCO SHOP	TOB- ACCO OUTLET	DIS- COUNT	SPORT CLUB/ EVENT	ORDER
Base: Total Respondents	408 100.0	101 100.0	186 100.0	121 100.0	105 100.0	50	60 100.0	80 100.0	16	28 100.0 6.9	144 100.0	264	174 100.0	195 100.0	37	233	60	27 100.0 6.6	6	52 100.0
\$35,000 - \$39,999	20 4.9 100.0			4 3.3 20.0	5 4.8 25.0		2 3.3 10.0	4 5.0 20.0	4 25.0 20.0	7.1 10.0	9 6.3 45.0	11 4.2 55.0	11 6.3 55.0	8 4.1 40.0	1 2.7 5.0	15 6.4 75.0	1 1.7 5.0		1 16.7 5.0	1 1.9 5.0
\$40,000 - \$44,999	21 5.1 100.0	2 2.0 9.5	7.0		7 6.7 33.3	1 2.0 4.8	4 6.7 19.0		1 6.3 4.8	3 10.7 14.3		9 3.4 42.9	10 5.7 47.6	10 5.1 47.6	1 2.7 4.8	14 6.0 66.7	3 5.0 14.3	1 3.7 4.8	- - -	5.0
\$45,000 - \$49,999	27 6.6 100.0	4.0		9 7.4 33.3	5 4.8 18.5	8.0 14.8	5 8.3 18.5	1 1.3 3.7	-	7.1 7.4	9 6.3 33.3	18 6.8 66.7	16 9.2 59.3	2.1 14.8	7 18.9 25.9	15 6.4 55.6		4 14.8 14.8		7.7 14.8
\$50,000 or over (Net)	232 56.9 100.0	51.5	101 54.3 43.5			50.0			10 62.5 4.3	17 60.7 7.3		173 65.5 74.6		140 71.8 60.3	20 54.1 8.6		30 50.0 12.9	11 40.7 4.7		
\$50,000 - \$59,999	40 9.8 100.0	7.9	11.3	11 9.1 27.5					1 6.3 2.5	1 3.6 2.5	14 9.7 35.0	26 9.8 65.0	20 11.5 50.0	17 8.7 42.5	3 8.1 7.5	20 8.6 50.0	9 15.0 22.5	7.4 5.0	-	5 9.6 12.5
\$60,000 - \$69,999	32 7.8 100.0	12.9	5.9						1 6.3 3.1	3 10.7 9.4	11 7.6 34.4	21 8.0 65.6	13 7.5 40.6	18 9.2 56.3	1 2.7 3.1	17 7.3 53.1	8 13.3 25.0	-	-	2 3.8 6.3
\$70,000 - \$74,999	28 6.9 100.0	9.9		8 6.6 28.6	2 1.9 7.1	2 4.0 7.1		12 15.0 42.9	1 6.3 3.6	2 7.1 7.1	3 2.1 10.7	25 9.5 89.3	11 6.3 39.3	16 8.2 57.1	1 2.7 3.6		2 3.3 7.1	5 18.5 17.9	- - -	7.7 14.3

Table 177 Income (Actual)

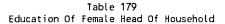
																=====	======	=====:	======	=====
		SMO	KING T	ENURE	(NO	NG FRE	ONAL)	-			_	SE				TRADI			REST - AURANT	
	TOTAL PRE-	2 YEARS OR		11 OR MORE	1 OR	2-3 PER	4+ PER	SMOK	=====	RAND FOFTEN ====== ARTURO	TOB/ PRO	TIONAL ACCO DUCTS	AGE	OF SM	OKER	-TION -AL TOB-	TOB-	VENI- Ence/	SPORT	
	MIUM =====	LESS	YEARS	YEARS		WEEK		NUDO				NO =====		35-54 =====		SHOP	ACCO OUTLET		•	MAIL ORDER ====
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6	100.0	105 100.0 25.7	50 100.0 12.3	100.0	80 100.0 19.6	16 100.0 3.9		100.0	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	100.0	6 100.0 1.5	100.0
\$75,000 - \$99,999	75 18.4 100.0	13.9	18.8	26 21.5 34.7	16.2	24.0	18.3			5 17.9 6.7	13.2	56 21.2 74.7	16 9.2 21.3	53 27.2 70.7		46 19.7 61.3	9 15.0 12.0	2 7.4 2.7		11 21.2 14.7
\$100,000 or over	57 14.0 100.0	6.9	24 12.9 42.1			3 6.0 5.3		16.3	2 12.5 3.5	6 21.4 10.5	8.3			36 18.5 63.2			2 3.3 3.5		2 33.3 3.5	25.0
Unknown	- - -	- -	- - -	- - -	- - -	-	- - -	- - -	-	-	-	-	-	-	- - -	-	-	-		• •
Sigma	408 100.0 100.0		186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6		37 100.0 9.1	100.0	60 100.0 14.7			
Median (X \$1,000)	56.99	51.87	53.80	69.36	49.49	49.99	57.49	68.74	69.99	66.66	43.32	67.13	44.49	72.33	54.99	58.74	49.99	46.87	34.99	72,49



		=====	KING T	ENURE	(NO)	NG FREG N-SEASO	ONAL)		IGAR BI			TIONAL			•	TRADI		CERY/	REST- AURANT /CIGAR	
	TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	=====		OFTEN ====== ARTURO		OUCTS		OF SMO		-AL TOB-	TOB- ACCO	VENI- ENCE/ DIS-	•	MAIL
	MIUM			YEARS		WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Respondents	408 100.0 100.0			100.0	105 100.0 25.7		100.0		16 100.0 3. 9	28 100.0 6.9	144 100.0 35.3	100.0	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
No College (Net)	89 21.8 100.0								1 6.3 1.1	5 17.9 5.6			41 23.6 46.1	37 19.0 41.6	11 29.7 12.4		22 36.7 24.7		2 33.3 2.2	
Grade school	0.5 100.0	1 1.0 50.0	0.5 50.0	-	- - -	-	-	-	-	-	-	0.8 100.0	1 0.6 50.0	1 0.5 50.0		0.9 100.0		-	-	-
Some high school	14 3.4 100.0		5 2.7 35.7		3 2.9 21.4			2 2.5 14.3	-	1 3.6 7.1	10 6.9 71.4	4 1.5 28.6	5 2.9 35.7	5 2.6 35. 7	4 10.8 28.6	7 3.0 50.0	3 5.0 21.4	7.4 14.3	- - -	1 1.9 7.1
Graduated high school	73 17.9 100.0	20.8	36 19.4 49.3		20 19.0 27.4	13 26.0 17.8		15 18.8 20.5	1 6.3 1.4	4 14.3 5.5	30 20.8 41.1	43 16.3 58.9	35 20.1 47.9	31 15.9 42.5	7 18.9 9.6	37 15.9 50.7	19 31.7 26.0	5 18.5 6.8	2 33.3 2.7	3 5.8 4.1
College (Net)	312 76.5 100.0				80 76.2 25.6		45 75.0 14.4	62 77.5 19.9	15 93.8 4.8	23 82.1 7.4	102 70.8 3 2.7	210 79.5 67.3	128 73.6 41.0	156 80.0 50.0	26 70.3 8.3	182 78.1 58.3	37 61.7 11.9	20 74.1 6.4	4 66.7 1.3	
Some college	100 24.5 100.0		48 25.8 48.0					17 21.3 17.0	7 43.8 7.0	7 25.0 7.0	42 29.2 42.0	58 22.0 58.0	45 25.9 45.0	46 23.6 46.0	9 24.3 9.0	60 25.8 60.0	16 26.7 16.0	7 25.9 7.0	2 33.3 2.0	10 19.2 10.0
Graduated college		38 37.6 26.2		40 33.1 27.6	39 37.1 26.9	13 26.0 9.0	15 25.0 10.3	34 42.5 23.4	5 31.3 3.4	12 42.9 8.3	40 27.8 27.6	105 39.8 72.4	65 37.4 44.8	71 36.4 49.0	7 18.9 4.8	85 36.5 58.6	17 28.3 11.7		-	20 38.5 13.8

Table 178 Education Of Head Of Household

												=====	======	=====:	======	=====				
		SMOI	KING TI	ENURE	(NOI	NG FRE	ONAL)	ر	IGAR B	DAND		SE				TRADI		CERY/	REST- AURANT	
	TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR	2-3 PER	4+ PER	SMOK	ED MOS	OFTEN	TOB/ PROI	TIONAL ACCO DUCTS		OF SMO		-TION -AL TOB- ACCO	TOB- ACCO	VENI- ENCE/	SPORT	MAIL
	MIUM =====	LESS =====	YEARS	YEARS	WEEK =====	WEEK	WEEK			FUENTE		NO		35-54 =====		SHOP		COUNT		ORDER
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	100.0	100.0	28 100.0 6.9	100.0	100.0	174 100.0 42.6		37 100.0 9.1		60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Post college graduate	67 16.4 100.0				12 11.4 17.9			13.8	18.8	4 14.3 6.0		17.8	18 10.3 26.9	20.0			4 6.7 6.0			32.7
Unknown	7 1.7 100.0	2 2.0 28.6	2 1.1 28.6	3 2.5 42.9	2 1.9 28.6	3 6.0 42.9		1 1.3 14.3		-	2 1.4 28.6	5 1.9 71.4	5 2.9 71.4			:	1 1.7 14.3	-	-	1.9
Sigma	408 100.0 100.0	101 100.0 24.8		121 100.0 29.7				80 100.0 19.6						195 100.0 47.8		233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0



			CING TE		(NO	NG FREG	DNAL)	r:	GAR BR	AND	US ADD I T					TRADI		•	REST- AURANT /CIGAR	·
	TOTAL PRE- MIUM	OR LESS		YEARS	PER WEEK		WEEK	SMOKE ====== MACA- NUDO	D MOST PART- AGAS	OFTEN ARTURO FUENTE	TOBA PROD ======	CCO UCTS =====	===== 18-34	35-54	55+	-AL TOB- ACCO SHOP	OUTLET	VENI- ENCE/ DIS-	BAR/ SPORT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0	186 100.0	121 100.0	105 100.0	50 100.0 12.3	60 100.0	80	16	28 100.0	144 100.0 35.3	264 100.0	174 100.0	195 100.0	37	233 100.0	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
No College (Net)	65 15.9 100.0	17.8		21 17.4 32.3		10 20.0 15.4		9 11.3 13.8	1 6.3 1.5		27 18.8 41.5	38 14.4 58.5	26 14.9 40.0				15 25.0 23.1	3 11.1 4.6	16.7	9 17.3 13.8
Grade school	0.2 100.0			0.8 100.0			1 1.7 100.0	- - -	- -	- - -	- - -	1 0.4 100.0		0.5 100.0		0.4 100.0	- - -	- - -	- -	- -
Some high school	6 1.5 100.0	3.0	0.5		1.9	-	2 3.3 33.3	-	-		5 3.5 83.3	1 0.4 16.7	2 1.1 33.3	1.0		0.9 33.3	4 6.7 66.7	• •	- - -	:
Graduated high school	58 14.2 100.0	14.9			16.2	20.0	16.7	9 11.3 15.5	1 6.3 1.7	4 14.3 6.9	22 15.3 37.9	36 13.6 62.1	24 13.8 41.4	25 12.8 43.1	8 21.6 13.8		11 18.3 19.0		16.7	
College (Net)	220 53.9 100.0	50.5		52.1	40.0	52.0	58.3	52.5	11 68.8 5.0	17 60.7 7.7	46.5	153 58.0 69.5		64.1	19 51.4 8.6		25 41.7 11.4		-	29 55.8 13.2
Some college	85 20.8 100.0	19.8	22.6	19.0	13.3	30.0	26.7	11.3	5 31.3 5.9	7 25.0 8.2		50 18.9 58.8	29 16.7 34.1	24.1	9 24.3 10.6		12 20.0 14.1	18.5	-	9 17.3 10.6
Graduated college	93 22.8 100.0	-	25.8	14.9	20.0			25 31.3 26.9	4 25.0 4.3		24 16.7 25.8					63 27.0 67.7	8 13.3 8.6		-	10 19.2 10.8

Table 179
Education Of Female Head Of Household

																=====		=====:	.======	=====
		SMOKING FREQUENCY SMOKING TENURE (NON-SEASONAL)							IGAR BI	DAND		SE				TRADI			AURANT	
		2			4 00							TIONAL				-TION		CON-	/CIGAR	
		_			1 OR			SMOK	ED MOS	T OFTEN	TOB.	ACCO				-AL		VENI-	BAR/	
	IOTAL	YEARS		11 OR	LESS	2-3	4+	=====	=====	======	PRO	DUCTS	AGE	OF SMO	NK FR	TOB-	TOB-	ENCE/		
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO										
	MIUM	LESS	YEARS	YEARS		WEEK	WEEK										ACCO			MAIL
	=====				WELK	WLLK	WLLK	NODO	AUAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
						=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====
Base: Total Respondents	408	101	186		105	50		80	16	28	144	264	174	195	37	233	60	27	6	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0				100.0		
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9		35.3			47.8			14.7			100.0 12.7
Post college graduate	42	4	16	22	7	2	6	8	2	4	8	34	7	29	5	21	5	7		10
	10.3	4.0	8.6	18.2	6.7	4.0	10.0			14.3	5.6		, ,		-		_		-	10
	100.0	9.5		52.4										14.9				11.1	-	19.2
	100.0	7.3	50.1	72.4	10.7	4.0	14.3	19.0	4.8	9.5	19.0	81.0	16.7	69.0	11.9	50.0	11.9	7.1	-	23.8
No female head/unknown	123	32	54	37	44	14	12	29	4	7	50	73	73	42	8	66	20	11	5	14
	30.1	31.7	29.0	30.6	41.9	28.0	20.0	36.3	25.0	25.0	34.7	27.7	42.0				33.3		-	
	100.0	26.0	43.9	30.1		11.4														26.9
		20.0		50.1	37.0	11.4	7.0	23.0	٥.5	5.1	40.7	27.3	59.3	34.1	6.5	53.7	16.3	8.9	4.1	11.4
Sigma	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
•	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100_0	100.0		100.0	100.0				100.0	
	100.0	24.8	45.6	29.7										47.8			14.7	6.6	1.5	12.7



Table 180 Education Of Male Head Of Household

STORE PURCHASE CIGARS AT MOST OFTEN

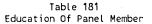
		2	KING TI	=====	(NON ====== 1 OR		ONAL)	SMOKE		OFTEN	TOBA	IONAL CCO				TRADI -TION -AL		CERY/ CON- VENI-			
	TOTAL PRE- MIUM	OR LESS	YEARS	YEARS	PER WEEK	PER WEEK		MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	===== 18-34	35-54	55+	SHOP	OUTLET	DIS- COUNT	SPORT CLUB/ EVENT	MAIL ORDER	
Base: Total Respondents	408 100.0 100.0	100.0		100.0				80 100.0 19.6		28 100.0 6.9	144 100.0 35.3				37 100.0 9.1	100.0	60 100.0 14.7		100.0	52 100.0 12.7	
No College (Net)	80 19.6 100.0		19.9	17.4		13 26.0 16.3	15 25.0 18.8		1 6.3 1.3	5 17.9 6.3		45 17.0 56.3	34 19.5 42.5	35 17.9 43.8	11 29.7 13.8	44 18.9 55.0		7 25.9 8.8	33.3	4 7.7 5.0	
Grade school	0.5 100.0	1 1.0 50.0			- •	-	- - -	- -	- - -	- - , -	-	0.8 100.0	0.6 50.0	0.5 50.0	- - -	0.9 100.0		- - -	- - -	- - -	
Some high school	12 2.9 100.0	2.0	2.7		3 2.9 25.0	4.0 16.7	3 5.0 25.0	2.5	- - -	1 3.6 8.3	8 5.6 66.7	4 1.5 33.3	2.3 33.3	2.1 33.3	4 10.8 33.3	3.0		2 7.4 16.7	-	1 1.9 8.3	
Graduated high school	66 16.2 100.0	18.8	16.7	13.2	18 17.1 27.3	11 22.0 16.7	12 20.0 18.2	18.8	1 6.3 1.5	4 14.3 6.1	27 18.8 40.9	39 14.8 59.1	29 16.7 43.9	30 15.4 45.5	7 18.9 10.6	15.0	26.7	5 18.5 7.6	33.3		
College (Net)	289 70.8 100.0	60.4		77.7				70.0		19 67.9 6.6		194 73.5 67.1	109 62.6 37.7	153 78.5 52.9	25 67.6 8.7	166 71.2 57.4	58.3	17 63.0 5.9	66.7	90.4	
Some college	93 22.8 100.0	23.8	23.7	20.7	26 24.8 28.0	_	31.7	20.0	43.8	5 17.9 5.4			39 22.4 41.9	45 23.1 48.4	9 24.3 9.7	24.5	23.3	5 18.5 5.4	33.3	19.2	
Graduated college	131 32.1 100.0	28 27.7 21.4	34.4	32.2	34 32.4 26.0			29 36.3 22.1			35 24.3 26.7					74 31.8 56.5			-	20 38.5 15.3	

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Under Protective Order
INPD 011568

Custom Research
NPD Custom RPD Custom R

Table 180 Education Of Male Head Of Household

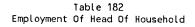
																=====		=====		=====
		SMOR	CING TI	ENURE	(NOI	NG FREG	ONAL)		IGAR BI			SE TIONAL				TRADI			REST- AURANT /CIGAR	
					1 OR			SMOKI	ED MOS	T OFTEN	TOB	ACCO				-AL		VENI-	BAR/	
		YEARS		11 OR		2-3	4+	=====	:	======	PRO	DUCTS	AGE	OF SMO	OKER	TOB-	TOB-	ENCE/		
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	=====	=====	ACCO	ACCO	•		MAIL
	MUIM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+		OUTLET		EVENT	ORDER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====
Base: Total Respondents	408 100.0	101 100.0	186 100.0	121 100.0	105 100 0	50 100 0		80 100 0	16 100 0			264 100.0	174		37		60	27	6	52
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9			64.7					14.7	100.0		100.0 12.7
Post college graduate	65 15.9	9 8.9	26 14.0	30 24.8	10 9.5	6 12.0		11 13.8	3 18.8	3	20 13.9	45 17.0	17		10	35	4	4	2	17
	100.0													19.5 58.5			6.7 6.2		33.3 3.1	
No male head/unknown	39 9.6 100.0		15 8.1 38.5		14 13.3 35.9		3 5.0 7.7	7 8.8 17.9			14 9.7 3 5.9				1 2.7 2.6		8 13.3 20.5	3 11.1 7.7	-	1 1.9 2.6
Sigma	408 100.0 100.0			121 100.0 29.7						28 100.0 6.9		264 100.0 64.7		100.0			60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7



		2	KING T	=====	(NON ====== 1 OR		ONAL)	SMOKE		OFTEN	TOBA	TONAL	A O F	or au	V55	TRADI -TION -AL	T 00	CERY/ CON- VENI-		
	PRE- MIUM			YEARS	PER WEEK		4+ PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	TOB- ACCO OUTLET	DIS- COUNT		MAIL ORDER
Base: Total Respondents	408 100.0 100.0	100.0		100.0						28 100.0 6.9	144 100.0 35.3	264 100.0 64.7		195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
No College (Net)	81 19.9 100.0	21.8	18.8	19.8						5 17.9 6.2	36 25.0 44.4		36 20.7 44.4		12 32.4 14.8				2 33.3 2.5	17.3
Grade school	1 0.2 100.0			0.8 100.0	- - -	- - -	1 1.7 100.0		-	-		0.4 100.0		0.5 100.0	- -	0.4 100.0		-	- - -	- -
Some high school	8 2.0 100.0	4.0					3.3 25.0	-	-	- - -	7 4.9 87.5	0.4 12.5	3 1.7 37.5	2 1.0 25.0	3 8.1 37.5	3 1.3 37.5	6.7	1 3.7 12.5	- - -	- - -
Graduated high school	72 17.6 100.0	17.8	18.3	16.5			18.3		6.3	5 17.9 6.9	29 20.1 40.3	43 16.3 59.7		29 14.9 40.3			25.0			
College (Net)	319 78.2 100.0	75.2	80.6	76.9	70.5	74.0	76.7	78.8		23 82.1 7.2				159 81.5 49.8	25 67.6 7.8		68.3		66.7	
Some college	115 28.2 100.0	26.7	29.6	27.3	21.9	38.0	36.7	20.0	43.8	8 28.6 7.0	48 33.3 41.7				11 29.7 9.6		31.7	25.9	_	
Graduated college	143 35.0 100.0	40.6	38.2			28.0	25.0		5 31.3 3.5			102 38.6 71.3				92 39.5 64.3	26.7	25.9		16 30.8 11.2

Table 181 Education Of Panel Member

																	Λι 1	1031 0	/ I LN	
																=====	======	=====		=====
																		DRUG/		
					SMOKI	NG FRE	QUENCY													
		SMO	KING T	FNURF		N-SEAS						SE				TD40.			REST-	
		=====	====			=====	-	_	1040 n							TRADI			AURANT	
									IGAR B			TIONAL				-TION		CON-	/CIGAR	
		۷			1 OR			SMOK	ED MOS	T OFTEN	TOB	ACCO				-AL		VENI-	BAR/	
		YEARS		11 OR	LESS	2-3	4+	=====	=====	======	PRO	DUCTS	AGE	OF SMO	OKFR	TOB-	TOB-		SPORT	
	PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	======		======		ACCO	ACCO			MATI
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE		NO		35-54	EE.				CLUB/	MAIL
	=====	=====	=====	=====	=====				7070	102111	163	NO	10-34	33-34	22+	SHOP	OUTLET	COUNT	EVENT	ORDER
												=====	=====	=====	=====	=====	=====	=====	======	=====
Base: Total Respondents	/00	404	407		405															
base. Total kespondents	408		186		105	50	60	80		28	144	264	174	195	37	233	60	27	6	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100 0	_	100.0
	100.0	24.8	45.6	29.7	25.7	12.3		19.6			35 3	64.7	42.6	47.8	0 1	57 1	14.7			
										0.,	55.5	04.1	42.0	47.0	7.1	J/ . 1	14.7	6.6	1.5	12.7
Post college graduate	61	8	24	29	12	,	9	12	,	,	47				_					
3, 222	15.0	-				4			3	4	17		15	38	7	30	6	6	2	14
							15.0							19.5	18.9	12.9	10.0	22.2	33.3	26.9
	100.0	13.1	39.3	47.5	19.7	6.6	14.8	19.7	4.9	6.6	27.9	72.1	24.6	62.3	11.5	49.2	9.8	9.8		23.0
																., •=	,	7.0	3.3	23.0
Unknown	8	3	1	4	3	1	-	2	_	_	2	6		4	_			4		
	2.0	3.0	0.5	3.3	2.9	2.0	_	_	-	_		2.3	2.7		_	6	-	- 1	•	•
	100.0												2.3	2.1	-	2.0	-	3.7		1.9
	100.0	31.5	12.3	50.0	37.5	12.5	-	25.0	-	-	25.0	75.0	50.0	50.0	-	75.0	-	12.5	-	12.5
0:																				
Sigma	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0						
	100.0			29.7				19.6		6.9										100.0
	.00.0	24.0	43.0	27.1	20.1	12.5	14.7	17.0	3.9	0.9	33.3	04./	42.0	47.8	9.1	57.1	14.7	6.6	1.5	12.7

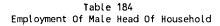


		2		ENURE	(NO	NG FRE	ONAL)	·	IGAR B	RAND FOFTEN	ADDI	SE FIONAL ACCO				TRADI -TION -AL		CERY/	REST- AURANT /CIGAR	
	TOTAL PRE- MIUM =====		3-10	MORE YEARS	WEEK	PER	4+ PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	TOB- ACCO SHOP	TOB- ACCO OUTLET	ENCE/ DIS- COUNT	SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	100.0	100.0	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	60 100.0	80 100.0	16 100.0	28 100.0	144 100.0	264	174 100.0	195 100.0	37	233 100.0	60	27 100.0 6.6	6 100.0	52 100.0
Employed (Net)	369 90.4 100.0	89.1	94.1			46 92.0 12.5		74 92.5 20.1	100.0	27 96.4 7.3		239 90.5 64.8			24 64.9 6.5		53 88.3 14.4	24 88.9 6.5	5 83.3 1.4	
Under 30 hours	16 3.9 100.0	2.0			4 3.8 25.0				6.3	1 3.6 6.3	8 5.6 50.0	3.0 50.0	6 3.4 37.5	7 3.6 43.8	3 8.1 18.8	5 2.1 31.3	3 5.0 18.8	2 7.4 12.5	1 16.7 6.3	
30 - 34 hours	11 2.7 100.0	5.0			6 5.7 54.5		- -			-	7 4.9 63.6	4 1.5 36.4	5 2.9 45.5	2.1 36.4	2 5.4 18.2	6 2.6 54.5	1 1.7 9.1	1 3.7 9.1	-	1 1.9 9.1
35 hours or more	342 83.8 100.0	82.2	89.8	76.0		84.0	73.3		87.5	26 92.9 7.6	115 79.9 33.6	227 86.0 66.4	150 86.2 43.9		19 51.4 5.6	206 88.4 60.2	49 81.7 14.3	21 77.8 6.1		38 73.1 11.1
Not employed for pay	31 7.6 100.0				6 5.7 19.4	3 6.0 9.7	16.7			1 3.6 3.2	12 8.3 38.7	19 7.2 61.3	10 5.7 32.3	11 5.6 3 5.5	10 27.0 32.3	10 4.3 32.3	7 11.7 22.6	3 11.1 9.7	1 16.7 3.2	6 11.5 19.4
Unknown	8 2.0 100.0	2.0	-	٠.٠	2 1.9 25.0	2.0			- - -	-	2 1.4 25.0	6 2.3 75.0	3 1.7 37.5	2 1.0 25.0	3 8.1 37.5	6 2.6 75.0	- - -	•	- - -	2 3.8 25.0
Sigma		100.0		121 100.0 29.7						28 100.0 6.9		264 100.0 64.7				233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7

Table 183
Employment Of Female Head Of Household

	TOTAL			=====	(NO		ONAL)	C SMOK		RAND T OFTEN	ADD I	SE TIONAL ACCO DUCTS	ACT	OF SW	oven.	TRADI -TION -AL		CERY/ CON- VENI-	•	
	PRE- MIUM	OR LESS	3-10 YEARS	MORE YEARS	PER Week	PER WEEK	PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	===== YES	===== NO	18-34	35-54	 55+	CHOD	TOB- ACCO OUTLET	COLINIT	CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0	101 100.0	186 100.0		105 100.0	50 100.0	60 100.0	80 100.0	16 100.0	28 100.0	144 100.0	264	174 100:0	195 100.0	37 100.0	233 100.0	60	27 100.0	6	52 100.0
Employed (Net)	221 54.2 100.0		116 62.4 52.5					44 55.0 19.9		17 60.7 7.7			82 47.1 37.1			135 57.9 61.1	28 46.7 12.7	51.9		25 48.1 11.3
Under 30 hours	50 12.3 100.0	9.9	27 14.5 54.0		12 11.4 24.0		8 13.3 16.0		2 12.5 4.0	7 25.0 14.0	13.2	31 11.7 62.0				33 14.2 66.0	8 13.3 16.0	3 11.1 6.0	-	5 9.6 10.0
30 - 34 hours	9 2.2 100.0	2.0 22.2	5 2.7 55.6		3.8 44.4		1 1.7 11.1		-	-	3 2.1 33.3		3 1.7 33.3		1 2.7 11.1	3 1.3 33.3		3 11.1 33.3	-	1 1.9 11.1
35 hours or more	162 39.7 100.0	34 33.7 21.0		44 36.4 27.2			22 36.7 13.6	33 41.3 20.4	9 56.3 5.6			112 42.4 69.1				99 42.5 61.1	19 31.7 11.7			19 36.5 11.7
Not employed for pay	58 14.2 100.0	22 21.8 37.9	16 8.6 27.6		9 8.6 15.5	2 4.0 3.4	12 20.0 20.7	7 8.8 12.1	1 6.3 1.7			38 14.4 65.5	19 10.9 32.8	27 13.8 46.6	12 32.4 20.7	29 12.4 50.0	11 18.3 19.0	2 7.4 3.4	1 16.7 1.7	
No female head/unknown			54 29.0 41.9		45 42.9 34.9	14 28.0 10.9	17 28.3 13.2	29 36.3 22.5	4 25.0 3.1	7 25.0 5.4	52 36.1 40.3		73 42.0 56.6	46 23.6 35.7	10 27.0 7.8	69 29.6 53.5	21 35.0 16.3	11 40.7 8.5	5 83.3 3.9	16 30.8 12.4
Sigma	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9							60 100.0 14.7		6 100.0 1.5	

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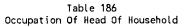


			CING TE		(NO	NG FREG	ONAL)	CI	GAR BR	AND	US ADD I T	SE TONAL				TRADI		-	REST- AURANT /CIGAR	
	PRE-	2 YEARS OR LESS	YEARS	MORE YEARS	WEEK	PER WEEK	WEEK	MACA- NUDO	PART- AGAS	OFTEN ====== ARTURO FUENTE	YES	OUCTS ===== NO	18-34	35-54	55+	ACCO SHOP	TOB- ACCO OUTLET	COUNT	SPORT CLUB/ EVENT	ORDER
Base: Total Respondents		100.0				50 100.0 12.3			16 100.0 3.9					195 100.0 47.8	37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Employed (Net)	346 84.8 100.0	79.2					46 76.7 13.3			23 82.1 6.6		223 84.5 64.5		179 91.8 51.7		202 86.7 58.4	50 83.3 14.5	22 81.5 6.4		44 84.6 12.7
Under 30 hours	16 3.9 100.0	2.0	2.7						1 6.3 6.3	1 3.6 6.3	8 5.6 50.0	8 3.0 50.0	6 3.4 37.5		3 8.1 18.8		3 5.0 18.8	2 7.4 12.5	1 16.7 6.3	5 9.6 31.3
30 - 34 hours	11 2.7 100.0		1.6	3 2.5 27.3			-	1 1.3 9.1	1 6.3 9.1	- - -	7 4.9 63.6	4 1.5 36.4	5 2.9 45.5		2 5.4 18.2		1 1.7 9.1	1 3.7 9.1	- - -	1 1.9 9.1
35 hours or more	319 78.2 100.0	72.3	84.4	89 73.6 27.9	73.3				14 87.5 4.4	22 78.6 6.9		211 79.9 66.1				82.0	46 76.7 14.4	19 70.4 6.0		38 73.1 11.9
Not employed for pay	23 5.6 100.0	4.0	4.3				9 15.0 39.1	5 6.3 21.7	- - -	1 3.6 4.3	7 4.9 30.4	16 6.1 69.6	2.3 17.4		10 27.0 43.5	3.4		7.4 8.7	1 16.7 4.3	6 11.5 26.1
No male head/unknown	39 9.6 100.0	16.8	7.0	7.4	13.3	12.0	_		- - -	4 14.3 10.3			28 16.1 71.8	3.6				3 11.1 7.7	- - -	3.8 5.1
Sigma		100.0	100.0	100.0	100.0	50 100.0 12.3			16 100.0 3.9					195 100.0 47.8				27 100.0 6.6		52 100.0 12.7

Table 185 Employment Of Panel Member

			KING T		(NO	NG FRE	ONAL)	_				SE				TRADI			AURANT	
	TOTAL	2 YEARS	=====		1 OR LESS		==== = 4+	SMOK		RAND T OFTEN	TOB	TIONAL ACCO DUCTS	AGE	OF SM	OKED.	-TION -AL TOB-	TOB-	VENI-	/CIGAR BAR/ SPORT	
	PRE- MIUM		YEARS		WEEK			MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	===== NO	18-34	35-54	===== 55+	ACCO SHOP	ACCO OUTLET	DIS-	CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408	101	186	121	105	50	60	80		28	144	264	174	195	37	233	60	27 100.0	6	52 100.0
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9		35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	
Employed (Net)	330 80.9 100.0	73.3	89.8	89 73.6 27.0		46 92.0 13.9			93.8	24 85.7 7.3	81.3	213 80.7 64.5		157 80.5 47.6	20 54.1 6.1	82.8	47 78.3 14.2		5 83.3 1.5	
Under 30 hours	61 15.0 100.0		32 17.2 52.5	19 15.7 31.1			9 15.0 14.8		3 18.8 4.9		25 17.4 41.0	36 13.6 59.0	25 14.4 41.0	31 15.9 50.8		38 16.3 62.3	10 16.7 16.4	5 18.5 8.2	1 16.7 1.6	
30 - 34 hours	12 2.9 100.0	3.0 25.0			7 6.7 58.3	-			-	-	6 4.2 50.0	6 2. 3 50.0	5 2.9 41.7	5 2.6 41.7	2 5.4 16.7	4 1.7 33.3	1 1.7 8.3		-	1 1.9 8.3
35 hours or more	257 63.0 100.0				68 64.8 26.5			58 72.5 22.6	12 75.0 4.7	16 57.1 6.2		171 64.8 66.5	121 69.5 47.1	121 62.1 47.1	13 35.1 5.1	64.8	36 60.0 14.0	14 51.9 5.4	4 66.7 1.6	
Not employed for pay	62 15.2 100.0	23 22.8 37.1	18 9.7 29.0		10 9.5 16.1	3 6.0 4.8			1 6.3 1.6		22 15.3 35.5	40 15.2 64.5		30 15.4 48.4		30 12.9 48.4	12 20.0 19.4	3 11.1 4.8	1 16.7 1.6	
Unknown	16 3.9 100.0	4.0 25.0	1 0.5 6.3	11 9.1 68.8	5 4.8 31.3	1 2.0 6.3			-	-		11 4.2 68.8	2.3 25.0	8 4.1 50.0	4 10.8 25.0	10 4.3 62.5	1 1.7 6.3	1 3.7 6.3	-	4 7.7 25.0
Sigma			186 100.0 45.6						16 100.0 3.9	28 100.0 6.9	100.0	264 100.0 64.7					60 100.0 14.7			52 100.0 12.7

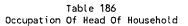
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		2	CING TE	=====	(NO)	NG FREG N-SEASO	ONAL)	SMOKE		OFTEN	TOBA	IONAL	***	05 046	N/50	TRADI -TION -AL	T00	CON- VENI-	AURANT /CIGAR BAR/	
	PRE- MIUM	YEARS OR LESS	YEARS	YEARS	PER WEEK	WEEK		MACA- NUDO	PART- AGAS		YES	NO	18-34	35-54	55+	SHOP	TOB- ACCO OUTLET	COUNT	CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8		121 100.0 29.7			60 100.0 14.7	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3		174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
White Collar (Net)	260 63.7 100.0						37 61.7 14.2		12 75.0 4.6	21 75.0 8.1	91 63.2 35.0	169 64.0 65.0	106 60.9 40.8	133 68.2 51.2	20 54.1 7.7	156 67.0 60.0	37 61.7 14.2	16 59.3 6.2	2 33.3 0.8	
Professional	86 21.1 100.0	18.8				5 10.0 5.8	11 18.3 12.8	18 22.5 20.9	3 18.8 3.5	5 17.9 5.8	28 19.4 32.6	58 22.0 67.4	39 22.4 45.3	40 20.5 46.5	7 18.9 8.1		11 18.3 12.8	4 14.8 4.7		10 19.2 11.6
Proprietors/Managers/ Officials	103 25.2 100.0	22 21.8 21.4						20 25.0 19.4	6 37.5 5.8	7 25.0 6.8	34 23.6 33.0	69 26.1 67.0	32 18.4 31.1	60 30.8 58.3	10 27.0 9.7			6 22.2 5.8	1 16.7 1.0	
Clerical	20 4.9 100.0	5.9	5.4	4 3.3 20.0			3 5.0 15.0	2.5 10.0	- -	7.1 10.0	6.3 45.0	11 4.2 55.0	9 5.2 45.0	10 5.1 50.0	1 2.7 5.0	11 4.7 55.0		7.4 10.0	-	2 3.8 10.0
Sales	51 12.5 100.0	14.9					9 15.0 17.6		3 18.8 5.9	7 25.0 13.7			26 14.9 51.0	23 11.8 45.1	2 5.4 3. 9	30 12.9 58.8	11 18.3 21.6	4 14.8 7.8	-	4 7.7 7.8
Blue Collar (Net)	83 20.3 100.0	20.8				28.0	10 16.7 12.0		3 18.8 3.6	5 17.9 6.0	32 22.2 38.6	51 19.3 61.4	37 21.3 44.6	43 22.1 51.8	2 5.4 2.4		10 16.7 12.0	22.2 7.2	2 33.3 2.4	5 9.6 6.0
Craftsman/Foreman (Skilled)	36 8.8 100.0	12.9	9.1	6 5.0 16.7		12.0	7 11.7 19.4	6 7.5 16.7	2 12.5 5.6	7.1 5.6	11 7.6 30.6	25 9.5 69.4	15 8.6 41.7	21 10.8 58.3	- - -	23 9.9 63.9		1 3.7 2.8	- - -	3 5.8 8.3

Table 186 Occupation Of Head Of Household

																	. Al ======	MOST O		
	PRE-	2 YEARS OR	KING TI =====:	11 OR MORE	(NO ===== 1 OR LESS PER	2-3 PER	ONAL) ====== 4+ PER	SMOK:	PART-	T OFTEN	ADD I TOBA	DUCTS	AGE	OF SMO	OKER	TRADI -TION -AL TOB-		DRUG/ GRO- CERY/ CON- VENI- ENCE/	REST- AURANT /CIGAR	ξ
	MIUM =====		YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YFS	NO	18-3/	35-5/	551	CHOD	OUTLET	0011117	FUELT	
Base: Total Respondents	408 100.0	101	186 100.0	121 100.0	105 100.0	50 100.0	60	80 100.0	16 100.0	28	144 100.0	264 100.0	174 100.0	195 100.0	37	233 100.0	60	27 100.0	6 100.0	5 5 100.
Operative (Semi-skilled)	18 4.4 100.0	2.0 11.1	8 4.3 44.4	8 6.6 44.4	3.8 22.2		2 3.3 11.1	2 2.5 11.1	1 6.3 5.6	1 3.6 5.6	6 4.2 33.3	12 4.5 66.7	5 2.9 27.8	12 6.2 66.7	1 2.7 5.6	9 3.9 50.0	1 1.7 5.6			1.5
Service workers/Private HH workers	23 5.6 100.0	6 5.9 26.1	13 7.0 56.5	4 3.3 17.4	8 7.6 34.8	1 2.0 4.3	1 1.7 4.3	9 11.3 39.1	- - -	2 7.1 8.7	11 7.6 47.8	12 4.5 52.2	14 8.0 60.9	7 3.6 30.4	1 2.7 4.3	14 6.0 60.9	4 6.7 17.4	1 3.7 4.3	1 16.7 4.3	1.9
Farm	4 1.0 100.0	- -	2 1.1 50.0	2 1.7 50.0	1 1.0 25.0	1 2.0 25.0	-	- - -	-	-	3 2.1 75.0	1 0.4 25.0	2 1.1 50.0	2 1.0 50.0		3 1.3 75.0	- - -	-	1 16.7 25.0	•
Laborers	0.5 100.0	-	1 0.5 50.0	1 0.8 50.0	• •	1 2.0 50.0	-	-	-	-	0.7 50.0	1 0.4 50.0	1 0.6 50.0	0.5 50.0		0.9 100.0	-	-	- - -	
Other (Net)	54 13.2 100.0	15 14.9 27.8	24 12.9 44.4	15 12.4 27.8	15 14.3 27.8	7 14.0 13.0	11 18.3 20.4	9 11.3 16.7	-	7.1 3.7	20 13.9 37.0	34 12.9 63.0	26 14.9 48.1	16 8.2 29.6	12 32.4 22.2	19 8.2 35.2	11 18.3 20.4	5 18.5 9.3	2 33.3 3.7	23.
Student	9 2.2 100.0	2.0 22.2	6 3.2 66.7	0.8 11.1	3 2.9 33.3	2 4.0 22.2	1 1.7 11.1	-	-	- - -	2 1.4 22.2	7 2.7 77.8	7 4.0 77.8	2 1.0 22.2	• •	5 2.1 55.6	-		1 16.7 11.1	
Military	9 2.2 100.0	1 1.0 11.1	6 3.2 66.7	2 1.7 22.2	3 2.9 33.3	1 2.0 11.1	-	2 2.5 22.2	-	1 3.6 11.1	3 2.1 33.3	6 2.3 66.7	8 4.6 88.9	1 0.5 11.1	-	2 0.9 22.2	4 6.7 44.4	1 3.7 11.1	-	1 1.9 11.1
CONFIDENTIAL Under Protective Order INPD 011577 Research Custom Research					Proje	ect Y4V	X007-1	- G	ENERAL	CIGAR	ATTITU	DE AND	USAGE							



	TOTAL PRE- MIUM	2 YEARS OR	3-10 YEARS	ENURE ====== 11 OR	===== 1 OR LESS PER	1-SEASO ====== 2-3 PER	ONAL)	SMOK	======	RAND TOFTEN ====== ARTURO FUENTE ======	TOB <i>A</i> PROD	TIONAL ACCO DUCTS	=====	OF SM0 ====== 35-54 =====		TRADI -TION -AL TOB- ACCO SHOP =====	TOB- ACCO OUTLET	CON- VENI- ENCE/	AURANT /CIGAR BAR/ SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0		186 100.0 45.6			50 100.0 12.3		100.0	100.0	100.0		100.0		195 100.0 47.8			60 100.0 14.7	27 100.0 6.6		100.0
Retired/Unemployed	36 8.8 100.0	12 11.9 33.3	12 6.5 33.3	12 9.9 33.3	9 8.6 25.0	4 8.0 11.1	10 16.7 27.8	8.8			15 10.4 41.7			13 6.7 36.1	12 32.4 33.3	12 5.2 33.3			1 16.7 2.8	
Unknown	11 2.7 100.0	3 3.0 27.3	1 0.5 9.1	7 5.8 63.6	3 2.9 27.3	1 2.0 9.1				- -		10 3.8 90.9		3 1.5 27.3	3 8.1 27.3	7 3.0 63.6	2 3.3 18.2	- - -	- - -	2 3.8 18.2
Sigma	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6		105 100.0 25.7	50 100.0 12.3	100.0	100.0	100.0	100.0		100.0	174 100.0 42.6		37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	100.0	6 100.0 1.5	100.0

Table 187 Occupation Of Female Head Of Household

																=====	======	=====	======	=====
			KING T	ENURE	(NO	NG FRE N-SEAS	ONAL)		• • • • •			SE				TRADI		DRUG/ GRO- CERY/	REST- AURANT	
	PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	====== 4+ PER	SMOK	=====	RAND T OFTEN ====== ARTURO	TOB/ PRO	DUCTS	AGE	OF SMO	OKER	-TION -AL TOB-	TOB- ACCO	VENI- ENCE/	/CIGAR BAR/ SPORT CLUB/	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	VEC	NO	10.7/	75 51	FF.				-	MAIL ORDER
Base: Total Respondents	408	101 100.0	186 100.0		105 100.0	50 100.0	60 100.0	80 100.0	16	28 100.0	144 100.0	264 100.0	174 100.0	195	37 100.0	233	60	27	6	52 100.0
White Collar (Net)	188 46.1 100.0		98 52.7 52.1				28 46.7 14.9	40 50.0 21.3	9 56.3 4.8	15 53.6 8.0	58 40.3 30.9	130 49.2 69.1	67 38.5 35.6			116 49.8 61.7	20 33.3 10.6	11 40.7 5.9	-	
Professional	82 20.1 100.0	14 13.9 17.1	42 22.6 51.2		20 19.0 24.4	7 14.0 8.5	10 16.7 12.2	15 18.8 18.3	6 37.5 7,3	7 25.0 8.5		59 22.3 72.0	24 13.8 29.3	53 27.2 64.6	4 10.8 4.9	46 19.7 56.1	11 18.3 13.4	7 25.9 8.5	-	1.3
Proprietors/Managers/ Officials	52 12.7 100.0	10 9.9 19.2	30 16.1 57.7	12 9.9 23.1	13 12.4 25.0		6 10.0 11.5	12 15.0 23.1	2 12.5 3.8	4 14.3 7.7	16 11.1 30.8		19 10.9 36.5	27 13.8 51.9	6 16.2 11.5	34 14.6 65.4	4 6.7 7.7	1 3.7 1.9	-	4 7.7 7.7
Clerical	41 10.0 100.0	7 6.9 17.1		14 11.6 34.1	7 6.7 17.1	10 20.0 24.4	9 15.0 22.0	9 11.3 22.0	1 6.3 2.4	3 10.7 7.3	15 10.4 36.6	26 9.8 63.4	18 10.3 43.9	21 10.8 51.2	2 5.4 4.9	30 12.9 73.2	3 5.0 7.3	2 7.4 4.9	-	4 7.7 9.8
Sales	13 3.2 100.0	5.0 38.5	6 3.2 46.2	2 1.7 15.4	1 1.0 7.7	2 4.0 15.4	3 5.0 23.1	5.0 30.8	- - -	1 3.6 7.7	2.8 30.8	9 3.4 69.2	6 3.4 46.2	2.1 30.8	2 5.4 15.4	6 2.6 46.2	2 3.3 15.4	1 3.7 7.7	- - -	3 5.8 23.1
Blue Collar (Net)	21 5.1 100.0	7 6.9 33.3	12 6.5 57.1	2 1.7 9.5	3.8 19.0	3 6.0 14.3	3 5.0 14.3	2 2.5 9.5	1 6.3 4.8	7.1 9.5	8 5.6 38.1	13 4.9 61.9	11 6.3 52.4	10 5.1 47.6	-		6 10.0 28.6	1 3.7 4.8	-	-
Craftsman/Foreman (Skilled)	3 0.7 100.0	1 1.0 33.3	0.5 33.3	0.8 33.3	- - -	- -	- -	- - -	-	1 3.6 33.3		3 1.1 100.0	-	3 1.5 100.0	- -	0.4 33.3	1 1.7 33.3	- - -	-	

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Table 187 Occupation Of Female Head Of Household

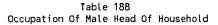
STORE PURCHASE CIGARS AT MOST OFTEN

	TOTAL		CING T		(NOR	NG FREG N-SEASO ======	ONAL)	SMOKE		RAND FOFTEN	TOBA	IONAL	AGE	OF SMO	KER	TRADI -TION -AL TOB-		CERY/ CON- VENI-	REST- AURANT /CIGAR BAR/ SPORT	
	PRE- MIUM			YEARS		PER WEEK	PER WEEK	NUDO		ARTURO FUENTE	YES	NO	18-34	35-54 =====	55+	SHOP	ACCO OUTLET	DIS- COUNT	CLUB/ EVENT =====	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	100.0		100.0		50 100.0 12.3		80 100.0 19.6		28 100.0 6.9		264 100.0 64.7		195 100.0 47.8				27 100.0 6.6	100.0	52 100.0 12.7
Operative (Semi-skilled)	0.5 100.0		-	-	-	- - -	3.3 100.0		-	-	0.7 50.0		-	1.0 100.0	-			-	-	
Service workers/Private HH workers	14 3.4 100.0	4.0	4.8	0.8						- - -	7 4.9 50.0		10 5.7 71.4	2.1 28.6	- - -	8 3.4 57.1		1 3.7 7.1	-	-
Farm	1 0.2 100.0		0.5 100.0		-	-	- -	-	-		-	0.4 100.0	0.6 100.0	-	-	0.4 100.0		-	-	-
Laborers	0.2 100.0	! -	0.5 100.0	-	-	-	- -	-	-	1 3.6 100.0	-	0.4 100.0	-	0.5 100.0		0.4 100.0	-	-	-	-
Other (Net)	74 18.1 100.0	26.7	11.3		15.2	6.0	25.0	10.0	6.3			17.4		18.5	14 37.8 18.9	16.3	23.3	11.1	16.7	
Student	-	 		. <u>-</u>	- - -	- - -	- -	- - -	- - -	-	-	- - -	-	-		-	-	-	-	-
Military	0.5 100.0	; -	•	1.7	1.0		-	- - -	- -	-	1.4 100.0		-	1.0 100.0	-	-	- -	-	-	3.8 100.0

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Table 187 Occupation Of Female Head Of Household

																=====	=====::	=====	======	-====
		SMOKING TENURE (NON-SEASONAL)							toan n		_	SE				TRADI			REST- AURANT	
	TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR	2-3 PER	4+ PER	SMOK	=====	Y OFTEN ====== ARTURO	TOB. PRO	TIONAL ACCO DUCTS ======		OF SMO		-TION -AL TOB- ACCO	TOB-	VENI-	SPORT	MATI
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO		FUENTE		NO =====		35-54 =====		SHOP	OUTLET			MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	100.0	100.0	100.0		144 100.0 35.3	100.0	100.0		37 100.0 9.1		60 100.0 14.7		6 100.0 1.5	52 100.0 12.7
Retired/Unemployed	72 17.6 100.0			24 19.8 33.3		6.0			-	4 14.3 5.6		17.4					14 23.3 19.4	3 11.1 4.2		12 23.1 16.7
No female head/unknown	125 30.6 100.0	31 30.7 24.8		39 32.2 31.2				30 37.5 24.0		7 25.0 5.6		28.4		44 22.6 35.2			20 33.3 16.0		5 83.3 4.0	
Sigma	408 100.0 100.0		186 100.0 45.6	121 100.0 29.7						28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	

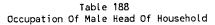


			CING TE		(NOI	NG FREG	ONAL)	CI	IGAR BR	PAND	US ADD I T	E IONAL				TRADI		CERY/	REST- AURANT /CIGAR	
	PRE-	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	SMOKE ===== MACA- NUDO	D MOST PART- AGAS	OFTEN ARTURO FUENTE	TOBA PROD ====== YES	CCO OCTS OCTS NO	18-34	35-54	55+	-AL TOB- ACCO SHOP	TOB- ACCO OUTLET	VENI- ENCE/ DIS- COUNT	BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6		105 100.0 25.7		100.0		16 100.0 3.9	28 100.0 6.9	100.0			195 100.0 47.8	37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
White Collar (Net)		52 51.5 21.8	60.2	75 62.0 31.4		48.0	58.3					155 58.7 64.9			19 51.4 7.9		35 58.3 14.6		33.3	63.5
Professional	77 18.9 100.0	15.8	19.4			8.0	16.7				26 18.1 33. 8			37 19.0 48.1	7 18.9 9.1		15.0		16.7	
Proprietors/Managers/ Officials	98 24.0 100.0	18.8	25.3	26.4	17.1	22.0	23.3		6 37.5 6.1	6 21.4 6.1	22.2	66 25.0 67.3	28 16.1 28.6	30.8	9 24.3 9.2	57 24.5 58.2	20.0	22.2	16.7	
Clerical	15 3.7 100.0	3.0	4.3	3.3	2.9	6.0	3.3					8 3.0 53.3	2.3 26.7		1 2.7 6.7				-	2 3.8 13.3
Sales	49 12.0 100.0	13.9	11.3		12.4	12.0	15.0		18.8	25.0	13.2	30 11.4 61.2		11.8	5.4 4.1	12.0				7.7 8.2
Blue Collar (Net)	81 19.9 100.0			17.4		28.0	16.7	21.3	18.8	17.9	22.2	18.6		22.1	5.4 2.5	21.9	15.0	22.2	33.3	9.6
Craftsman/Foreman (Skilled)	36 8.8 100.0	12.9		5.0		12.0	11.7		12.5	7.1						23 9.9 63.9	8.3	3.7		3 5.8 8.3

Table 188 Occupation Of Male Head Of Household

			KING T	ENURE	(NO	NG FREG N-SEAS(ONAL)		IGAR BI	RAND FOFTEN	US ADD I 1 TOBA	IONAL				TRADI -TION -AL			AURANT /CIGAR	
	TOTAL PRE- MIUM	YEARS OR LESS	3-10	YEARS	PER WEEK		4+ PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	PROD ====== YES	OUCTS NO	18-34	35-54	55+	TOB- ACCO SHOP	TOB- ACCO OUTLET	ENCE/ DIS- COUNT	SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0		186 100.0 45.6	121 100.0 29.7			100.0			28 100.0 6.9		264 100.0 64.7		195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Operative (Semi-skilled)	18 4.4 100.0	2.0 11.1	4.3	8 6.6 44.4	4 3.8 22.2	5 10.0 27.8		2.5 11.1	1 6.3 5.6	1 3.6 5.6	6 4.2 33.3	12 4.5 66.7	5 2.9 27.8	12 6.2 66.7	1 2.7 5.6	9 3.9 50.0		4 14.8 22.2	-	1 1.9 5.6
Service workers/Private HH workers	21 5.1 100.0	6 5.9 28.6	5.9	4 3.3 19.0	8 7.6 38.1	1 2.0 4.8		9 11.3 42.9	-	2 7.1 9.5	11 7.6 52.4	10 3.8 47.6	12 6.9 57.1	7 3.6 33.3	1 2.7 4.8	14 6.0 66.7	5.0	1 3.7 4.8	1 16.7 4.8	1 1.9 4.8
Farm	4 1.0 100.0	-	2 1.1 50.0	2 1.7 50.0		1 2.0 25.0	- -	-	-	- - -	3 2.1 75.0	1 0.4 25.0	2 1.1 50.0	2 1.0 50.0	-	3 1.3 75.0	-	- - -	1 16.7 25.0	-
Laborers	0.5 100.0	-		0.8 50.0	- - -		- - -	- - -	-	- - -	0.7 50.0	1 0.4 50.0	0.6 50.0	1 0.5 50.0	•	0.9 100.0	•	- - -	- -	- - -
Other (Net)	45 11.0 100.0	9 8.9 20.0	11.3		12 11.4 26.7					2 7.1 4.4	14 9.7 31.1	31 11.7 68.9	19 10.9 42.2	14 7.2 31.1	12 32.4 26.7	6.9	11.7			23.1
Student	9 2.2 100.0	2.0 22.2	3.2	1 0.8 11.1	3 2.9 33.3	2 4.0 22.2	1 1.7 11.1	- - -	-	-	2 1.4 22.2	7 2.7 77.8	7 4.0 77.8	2 1.0 22.2	- -	5 2.1 55.6	-	-	1 16.7 11.1	
Military	9 2.2 100.0	1 1.0 11.1		2 1.7 22.2	3 2.9 33.3	1 2.0 11.1	- - -	2 2.5 22.2	-	1 3.6 11.1	3 2.1 33.3	6 2.3 66.7	8 4.6 88.9	1 0.5 11.1	- - -		6.7	3.7		1 1.9 11.1

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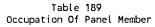


	==	SMOKING TE		SMOKIN (NON	G FREG		CI	IGAR BF	RAND	US ADD I T	E IONAL				TRADI -TION		CERY/ CON-	REST- AURANT /CIGAR	
	TOTAL YE	OR 3-10	11 OR MORE	PER	PER	4+ PER WEEK	=====	======	ARTURO FUENTE		UCTS	=====	OF SMC	=====	-AL TOB- ACCO SHOP	TOB- ACCO OUTLET	DIS-	BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents		101 186 00.0 100.0 24.8 45.6		105 100.0 25.7	50 100.0 12.3		100.0		28 100.0 6.9				195 100.0 47.8		233 100.0 57.1	60 100.0 14.7		6 100.0 1.5	52 100.0 12.7
Retired/Unemployed		6 9 5.9 4.8 22.2 33.3	12 9.9 44.4	6 5.7 22.2	3 6.0 11.1		8.8			9 6.3 33.3	18 6.8 66.7	2.3 14.8	11 5.6 40.7		9 3.9 33.3	3 5.0 11.1		1 16.7 3.7	
No male head/unknown		19 14 18.8 7.5 44.2 32.6	8.3	16 15.2 37.2		8.3					29 11.0 67.4	31 17.8 72.1	8 4.1 18.6	4 10.8 9.3		9 15.0 20.9		-	
Sigma	408 100.0 10 100.0 2	101 186 00.0 100.0 24.8 45.6	100.0	105 100.0 25.7	50 100.0 12.3	100.0	100.0	100.0	100.0		100.0		195 100.0 47.8		233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0

Table 189 Occupation Of Panel Member

																=====	, , , :======	1031 0		
			KING T		(NO	NG FRE	ONAL)					SE				TRADI		DRUG/ GRO-	REST-	
	TOTAL PRE-	2 YEARS OR			1 OR LESS	2-3 PER	4+ PER	SMOK	=====	T OFTEN	TOB. PROI	TIONAL ACCO DUCTS	AGE	OF SMC	OKER	-TION -AL TOB-	тов-	VENI-	/CIGAR BAR/ SPORT	
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	ARTURO FUENTE	YEC	MO	19.7/	75 E/	FF.	01100	ACCO OUTLET		CLUB/ EVENT	
Base: Total Respondents	408 100.0 100.0	100.0		100.0	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7		16 100.0 3.9		144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
White Collar (Net)	257 63.0 100.0	55.4	67.7	62.0			37 61.7 14.4	55 68.8 21.4	12 75.0 4.7	20 71.4 7.8	87 60.4 33.9	170 64.4 66.1	109 62.6 42.4	128 65.6 49.8	18 48.6 7.0		34 56.7 13.2	16 59.3 6.2	2 33.3 0.8	
Professional	101 24.8 100.0	21 20.8 20.8			25 23.8 24.8	9 18.0 8.9	13 21.7 12.9	19 23.8 18.8	6 37.5 5.9	8 28.6 7.9	33 22.9 32.7		37 21.3 36.6		4 10.8 4.0	58 24.9 57.4	14 23.3 13.9	8 29.6 7.9	1 16.7 1.0	14 26.9 13.9
Proprietors/Managers/ Officials	78 19.1 100.0	17 16.8 21.8		21 17.4 26.9	22 21.0 28.2	12 24.0 15.4	9 15.0 11.5	17 21.3 21.8	5 31.3 6.4	5 17.9 6.4	26 18.1 33.3	52 19.7 66.7	33 19.0 42.3	36 18.5 46.2	9 24.3 11.5	47 20.2 60.3	7 11.7 9.0	4 14.8 5.1		8 15.4 10.3
Clerical	44 10.8 100.0	8 7.9 18.2	22 11.8 50.0		7 6.7 15.9	11 22.0 25.0	10 16.7 22.7	9 11.3 20.5	1 6.3 2.3		15 10.4 34.1		19 10.9 43.2	23 11.8 52.3	2 5.4 4.5	32 13.7 72.7	4 6.7 9.1	2 7.4 4.5		4 7.7 9.1
Sales	34 8.3 100.0	10 9.9 29.4	15 8.1 44.1	7.4 26.5	11 10.5 32.4	5 10.0 14.7	5 8.3 14.7		- - -	4 14.3 11.8	13 9.0 38.2	21 8.0 61.8	20 11.5 58.8	10 5.1 29.4	3 8.1 8.8	17 7.3 50.0	9 15.0 26.5	2 7.4 5.9	-	5 9.6 14.7
Blue Collar (Net)	45 11.0 100.0	12 11.9 26.7	25 13.4 55.6	8 6.6 17.8	12 11.4 26.7	5 10.0 11.1		11 13.8 24.4	2 12.5 4.4	4 14.3 8.9	20 13.9 44.4	25 9.5 55.6	26 14.9 57.8	18 9.2 40.0	1 2.7 2.2		9 15.0 20.0	3 11.1 6.7	2 33.3 4.4	2 3.8 4.4
Craftsman/Foreman (Skilled)	13 3.2 100.0	2.0 15.4	7 3.8 53.8	3.3 30.8	2 1.9 15.4	1 2.0 7.7	1 1.7 7.7	3 3.8 23.1	1 6.3 7.7	7.1 15.4	2.8 30.8	9 3.4 69.2	6 3.4 46.2	7 3.6 53.8	-	6 2.6 46.2	2 3.3 15.4	-	-	2 3.8 15.4

NPD Custom Research



	TOTAL PRE-			11 OR	(NO) ===== 1 OR	NG FREG N-SEAS(====== 2-3 PER	ONAL)	SMOKI	=====	RAND FOFTEN ====== ARTURO	TOB <i>I</i> PROD	TIONAL ACCO DUCTS		OF SM0		TRADI -TION -AL TOB- ACCO	TOB- ACCO	CERY/ CON- VENI- ENCE/	REST- AURANT /CIGAR BAR/ SPORT CLUB/	MAIL
	MIUM	LESS		YEARS		WEEK	WEEK	NUDO		FUENTE	YES	NO =====		35-54 =====		SHOP =====	OUTLET	COUNT		ORDER
Base: Total Respondents	408 100.0 100.0	100.0				50 100.0 12.3			16 100.0 3.9	28 100.0 6.9					37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Operative (Semi-skilled)	4 1.0 100.0	2.0	1 0.5 25.0	0.8 25.0	1 1.0 25.0	-	2 3.3 50.0	- - -	-	-	2 1.4 50.0	0.8 50.0	0.6 25.0	3 1.5 75.0	- - -	0.9 50.0	1 1.7 25.0	1 3.7 25.0	- - -	
Service workers/Private HH workers	25 6.1 100.0	7.9	15 8.1 60.0	2 1.7 8.0	9 8.6 36.0	8.0 16.0	1 1.7 4.0	8 10.0 32.0	1 6.3 4.0	1 3.6 4.0	13 9.0 52.0	12 4.5 48.0	18 10.3 72.0	6 3.1 24.0	1 2.7 4.0	15 6.4 60.0	6 10.0 24.0	2 7.4 8.0	1 16.7 4.0	
Farm	2 0.5 100.0	-		0.8 50.0	-	- - -	-	-	- - -	-	1 0.7 50.0		0.6 50.0	1 0.5 50.0	- - -	0.4 50.0	-	• •	1 16.7 50.0	• •
Laborers	1 0.2 100.0	-	0.5 100.0	- - -	- - -	- - -	-	- - -	- - -	1 3.6 100.0	-	0.4 100.0	-	0.5 100.0	- -	0.4 100.0	- - -	-	•	- - -
Other (Net)	93 22.8 100.0	29.7	17.7		23 21.9 24.7	6 12.0 6.5	16 26.7 17.2	11 13.8 11.8	6.3 1.1	4 14.3 4.3	34 23.6 36.6	59 22.3 63.4	35 20.1 37.6	43 22.1 46.2	15 40.5 16.1	45 19.3 48.4	17 28.3 18.3	6 22.2 6.5	2 33.3 2.2	
Student	6 1.5 100.0	1.0		1 0.8 16.7	3 2.9 50.0	1 2.0 16.7	- - -	- - -	-	-	•	6 2.3 100.0	5 2.9 83.3	1 0.5 16.7		4 1.7 66.7	- - -	· -	1 16.7 16.7	
Military	2.0 100.0	1.0			3 2.9 37.5	- - -	- - -	2.5 25.0	- -		2.8 50.0	4 1.5 50.0	5 2.9 62.5	3 1.5 37.5	- - -	1 0.4 12.5	2 3.3 25.0	1 3.7 12.5	- - -	3 5.8 37.5

Table 189 Occupation Of Panel Member

																=====	======	=====	======	=====
		SMOKING TENURE (NON-SEASONAL)							ICAD D			SE				TRADI		DRUG/ GRO- CERY/	REST- AURANT	
	PRE-	2 YEARS OR	3-10	MORE	PER	2-3 PER	4+ PER	SMOK ===== MACA-	=====	KAND T OFTEN ====== ARTURO	TOB PRO	TIONAL ACCO DUCTS ======	AGE	OF SM	OKER	-TION -AL TOB- ACCO	TOB- ACCO	VENI-	/CIGAR BAR/ SPORT CLUB/	MAIL
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO =====	AGAS	FUENTE	YES	NO =====		35-54 =====					EVENT	ORDER
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6		105 100.0 25.7	50 100.0 12.3	100.0	100.0	16 100.0 3.9	100.0	100.0	264 100.0 64.7	100.0	100.0	100.0	233 100.0 57.1		27 100.0 6.6		52 100.0 12.7
Retired/Unemployed	79 19.4 100.0	27.7	13.4	26 21.5 32.9			26.7	9 11.3 11.4		4 14.3 5.1	20.8		14.4	20.0	15 40.5 19.0	17.2	15 25.0 19.0	5	1	13 25.0
Unknown	13 3.2 100.0		1.1 15.4	8 6.6 61.5	5 4.8 38.5		3 5.0 23.1		1 6.3 7.7	-	3	10 3.8	4	6 3.1	3 8.1	9 3.9 69.2	-	2 7.4	- -	2
Sigma	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7		50 100.0 12.3					144 100.0 35.3		174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0	52





Table 190 Own Or Rent

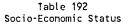
STORE PURCHASE CIGARS AT MOST OFTEN

														AI MUSI UFIEN						
		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)						-	USE ADDITIONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT	
		2		1 OR			CIGAR BRAND SMOKED MOST OFTEN			TOBA				-TION -AL		CON- VENI-	/CIGAR			
	TOTAL	YEARS 11 OR					4+			=========		PRODUCTS		AGE OF SMOKER			TOB-		SPORT	
	PRE-	OR 3-10 MOS		MORE		PER	PER	MACA-	PART- ARTURO				=======================================				ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	====	=====	=====	=====	====	=====	=====
Base: Total Respondents	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
bude: Total Respondents		100.0																100.0	_	100.0
		24.8									35.3					57.1				12.7
Our	247	54	114	96	57	30	48	53	11	19	81	183	69	158	35	146	33	19	4	43
Own	264 64.7					60.0					56.3									
	100.0						18.2									55.3				
Rent or lease	130					20	12			-	59		94	34	2				_	_
		43.6							31.3		41.0					35.2				
	100.0	33.8	49.2	16.9	32.3	15.4	9.2	20.0	3.8	6.9	45.4	54.6	72.3	26.2	1.5	63.1	17.7	4.6	1.5	4.6
Other	12	3	8	1	5	_	-	1	_	-	3	9	11	1	-	5	3	2	_	2
	2.9	3.0	4.3	0.8	4.8	-	-	1.3	-	-	2.1					2.1			-	3.8
	100.0	25.0	66.7	8.3	41.7	-	-	8.3	-	-	25.0	75.0	91.7	8.3	-	41.7	25.0	16.7	-	16.7
Unknown	2		_	2	1	_	_	-	_	_	1	1	_	2	_	-	1	-	-	1
OTTACIONAL PROPERTY.	0.5		-	1.7		-	-	-	-	-	0.7	0.4	-	1.0		-	1.7	• •	-	1.9
	100.0			100.0		-	-	-	-	-			•	100.0	-	-	50.0	-	-	50.0
Sigma	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	. 6	52
o i gina		100.0									100.0							100.0		100.0
		24.8									35.3					57.1				

Table 191 Type Of Residence

																=====	======	=====	======	=====
			KING T		(NO	N-SEAS					Ĺ	SE				TRADI			REST-	
	TOTAL PRE-	2 YEARS		11 OR	1 OR LESS	2-3	4+	SMOK	=====	T OFTEN	TOB PRO	TIONAL ACCO DUCTS	AGE	OF SM	OKER	-TION -AL		CON- VENI-	/CIGAR	
	MIUM		YEARS	MORE YEARS	WEEK	PER WEEK =====		NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	===== 35-54	===== 55+	ACCO	ACCO OUTLET	DIS-	CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	100.0	100.0	121 100.0 29.7	105 100.0 25.7	100.0	100.0	80 100.0 19.6	16 100.0 3.9		100.0		100.0	100.0	100.0	100.0	60 100.0 14.7	100.0	6 100.0	52 100.0 12.7
1 family house	297 72.8 100.0			82.6		32 64.0 10.8	81.7	57 71.3 19.2		18 64.3	98 68.1 33.0	199 75.4	98 56.3	164 84.1	33 89.2	165 70.8	43 71.7	18 66.7	4 66.7	48 92.3
2 family house	24 5.9 100.0	7 6.9 29.2	12 6.5 50.0	5 4.1 20.8	4 3.8 16.7	6	2	8	1 6.3 4.2	7.1 8.3	5.6 33.3	16 6.1	13 7.5	11 5.6		11	14.5 6 10.0 25.0	6.1 3 11.1 12.5	1.3 - -	16.2 - -
3 family house	77 18.9 100.0	27 26.7 35.1		9.1 14.3		12 24.0 15.6	7 11.7 9.1	14 17.5 18.2	1 6.3 1.3	7 25.0	33 22.9	44	59 33. 9	16 8.2 20.8	2 5.4 2.6	52 22.3 67.5	9	14.8 5.2	2 33.3 2.6	- 4 7.7 5.2
Mobile home or trailer	9 2.2 100.0	2.0 22.2	3 1.6 33.3	3.3 44.4	5 4.8 55.6	-	2 3.3 22.2	1 1.3 11.1	-	1 3.6 11.1	5 3.5 55.6	4 1.5 44.4	2.3 44.4	3 1.5 33.3	2 5.4 22.2	4 1.7 44.4	2 3.3 22.2	2 7.4 22.2	-	-
Unknown	0.2 100.0	-	- - -	0.8 100.0	- -	-	-	-	- - -	- - -	• •	0.4 100.0	- -	0.5 100.0	- - -	1 0.4 100.0	- -	-	- -	- - -
coni Under Pi INPI	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7

NPD Custom Research



			SMOKING FREQUENC SMOKING TENURE (NON-SEASONAL)						GAR BR	RAND.	US ADD I T	E IONAL				TRADI			REST- AURANT /CIGAR	
	TOTAL PRE- MIUM	OR LESS		YEARS	PER WEEK	PER	WEEK	MACA- NUDO	PART- AGAS	OFTEN ARTURO FUENTE	YES	UCTS NO	18-34	35-54	===== 55+	ACCO SHOP	ACCO OUTLET	COUNT	SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0		186 100.0 45.6			50 100.0 12.3		80 100.0 19.6	16 100.0 3.9	28 100.0 6.9		264 100.0 64.7		195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Female head employed and male head white collar	136 33.3 100.0		73 39.2 53.7				19 31.7 14.0	28 35.0 20.6	8 50.0 5.9	10 35.7 7.4	42 29.2 30.9	94 35.6 69.1	38 21.8 27.9	86 44.1 63.2	11 29.7 8.1	81 34.8 59.6	16 26.7 11.8	8 29.6 5.9	- - -	21 40.4 15.4
Female head employed and male head blue collar	47 11.5 100.0	10.9		9.1 23.4	13 12.4 27.7	12 24.0 25.5	6 10.0 12.8	7 8.8 14.9	2 12.5 4.3	3 10.7 6.4	18 12.5 38.3		18 10.3 38.3		- - -	33 14.2 70.2	5 8.3 10.6	3 11.1 6.4	-	1 1.9 2.1
Female head employed and male head other	15 3.7 100.0	4.0 26.7	8 4.3 53.3	3 2.5 20.0	4 3.8 26.7	3 6.0 20.0	4 6.7 26.7	3.8 20.0	1 6.3 6.7	- - -	5 3.5 33.3	10 3.8 66.7	7 4.0 46.7	5 2.6 33.3	3 8.1 20.0	6 2.6 40.0	4 6.7 26.7	1 3.7 6.7	-	3 5.8 20.0
Female head unemployed and male head white collar	34 8.3 100.0		11 5.9 32.4				7 11.7 20.6	5.0 11.8	1 6.3 2.9	7.1 5.9	13 9.0 38.2	21 8.0 61.8		21 10.8 61.8	4 10.8 11.8	22 9.4 64.7	5 8.3 14.7	1 3.7 2.9	-	5 9.6 14.7
Female head unemployed and male head blue collar	10 2.5 100.0	5 5.0 50.0	1 0.5 10.0	3.3 40.0		-	3 5.0 3 0.0	1 1.3 10.0	-	- -	1.4 20.0	3.0 80.0	2 1.1 20.0	7 3.6 70.0	1 2.7 10.0	5 2.1 50.0	1 1.7 10.0	1 3.7 10.0	-	3.8 20.0
Female head unemployed and male head other	15 3.7 100.0	3.0	2 1.1 13.3	10 8.3 66.7	1.9	- -	6 10.0 40.0	3.8 20.0	-		3 2.1 20.0	12 4.5 80.0	3 1.7 20.0	3 1.5 20.0	9 24.3 60.0	5 2.1 33.3	3.3 13.3	-	1 16.7 6.7	6 11.5 40.0
No male head	35 8.6 100.0	16.8	13 7.0 37.1				3 5.0 8.6		-	4 14.3 11.4	13 9.0 37.1	22 8.3 62.9	27 15.5 77.1	7 3.6 20.0	1 2.7 2.9	20 8.6 57.1	7 11.7 20.0	3 11.1 8.6	- - -	1 1.9 2.9

Table 192 Socio-Economic Status

																	A1 (1031 01	ILN	
																=====	======	=====:	.=====:	=====
																		DRUG/		
					SMOKT	NG FRE	DIENCY												DECT	
		CMO	ZINC T	ENLINE												_			REST-	
		31101	KING T	CNUKE	(NO	N-SEAS	UNAL.)					SE				TRADI		CERY/	AURANT	
		=====	=====	=====	=====	=====	=====	С	IGAR BI	RAND	ADD I	TIONAL				-TION		CON-	/CIGAR	
		2			1 OR			SMOK	ED MOS	T OFTEN	TOB	ACCO				-AL		VENI-	-	
	TOTAL	YEARS		11 OR	LESS	2-3	4+	=====	=====	======	PPO	DUCTS	ACE	OF SMO	NED	TOB-	TOD-			
	PRE-	OR	3-10	MORE	PER	PER	PER	HACA.									TOB-	-	SPORT	
												=====		=====		ACCO	ACCO	DIS-	CLUB/	MAIL
	MIUM	LESS	TEAKS	YEARS	MEFK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====	======	=====
Base: Total Respondents	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
•	100.0	100.0	100 0	100.0		-		100.0						100.0					-	
	100.0		45.6															100.0		100.0
	100.0	24.0	47.0	27.1	23.1	12.3	14.7	19.6	3.9	0.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
No female head	447	20				4.7				_										
NO Tellate Head	116	29	53	34	41	13	12	27	4	7	48	68	70	38	8	61	20	10	5	13
	28.4	28.7	28.5	28.1	39.0	26.0	20.0	33.8	25.0	25.0	33.3	25.8	40.2	19.5	21.6	26.2	33.3	37.0	83.3	25.0
	100.0	25.0	45.7	29.3	35.3	11.2	10.3	23.3	3.4	6.0							17.2	8.6	4.3	
									• • • • • • • • • • • • • • • • • • • •			20.0	00.5	36.0	0.7	52.0	11.2	0.0	4.5	11.2
No answer		-	_	_		-	_	_	_	_	_	_								
	_	_	_	_	, _								_	-	-	-	•	•	-	-
		-	_	-	•	-	-	•	-	-	-	•	•	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
C:		404																		
Sigma	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9			64.7		47.8	9.1	57.1	14.7	6.6	1.5	
					_,					V.,		- 1.1	70	77.0	7.1	21.1	17.1	0.0	1.7	14.1

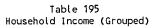


		2 2	ING TE	=====	(NO)		DNAL)	SMOKE		T OFTEN	TOBA	IONAL	L OF	OF 046	NED.	TRADI -TION -AL	TOP.	CERY/ CON- VENI-		
		OR LESS	YEARS	YEARS	PER Week			MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	===== 18-34	35-54	55+	ACCO SHOP	TOB- ACCO OUTLET	DIS-	SPORT CLUB/ EVENT	
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6		105 100.0 25.7		60 100.0 14.7		16 100.0 3. 9	28 100.0 6.9		264 100.0 64.7		195 100.0 47.8	37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
White	367 90.0 100.0	88 87.1 24.0	167 89.8 45.5		93 88.6 25.3		54 90.0 14.7	68 85.0 18.5	15 93.8 4.1	24 85.7 6.5	135 93.8 36.8		156 89.7 42.5	174 89.2 47.4	35 94.6 9.5		53 88.3 14.4	25 92.6 6.8	5 83.3 1.4	
Black	13 3.2 100.0	5.0 38.5	5 2.7 38.5	3 2.5 23.1	1.9 15.4	1 2.0 7.7	4 6.7 30.8	4 5.0 30.8	- - -	1 3.6 7.7	2 1.4 15.4	11 4.2 84.6	8 4.6 61.5	2.1 30.8	1 2.7 7.7	9 3.9 69.2	- - -	1 3.7 7.7	- - -	3.8 15.4
Asian Or Pacific Islander	2 0.5 100.0	- - -	1.1 100.0	-	1 1.0 50.0	- - -	-	1 1.3 50.0	-	-	1.4 100.0	-	0.6 50.0	0.5 50.0	-	0.9 100.0	-	- -	-	-
Other .	17 4.2 100.0	5.9 35.3	9 4.8 52.9	2 1.7 11.8	6 5.7 35.3		1 1.7 5.9	6 7.5 35.3	1 6.3 5.9	7.1 11.8	2.8 23.5	13 4.9 76.5	7 4.0 41.2	10 5.1 58.8	-	7 3.0 41.2	6 10.0 35.3	1 3.7 5.9	1 16.7 5.9	1 1.9 5.9
Unknown C	9 2.2 100.0	2 2.0 22.2	3 1.6 33.3	4 3.3 44.4	3 2.9 33.3	2.0	1 1.7 11.1	1 1.3 11.1	- - -	3.6 11.1	1 0.7 11.1	8 3.0 88.9	2 1.1 22.2	6 3.1 66.7	1 2.7 11.1	8 3.4 88.9	1 1.7 11.1	- - -	-	
CONFIDENTIAL Under Protective Order INPD 011592	408 100.0 100.0								16 100.0 3.9			264 100.0 64.7					60 100.0 14.7	27 100.0 6.6		100.0

NPD Custom Research

Table 194 Hispanic Origin

																, , , ,	1001 01	1 216	
															=====		=====	======:	=====
	SMO	KING TI		(NOI	NG FREG	ONAL)		IGAR B	DAND	US					TRADI		CERY/	REST- AURANT	
	2			1 OR					T OFTEN		TIONAL				-TION -AL		CON- VENI-	/CIGAR BAR/	
	YEARS		11 OR	LESS	2-3	4+	=====	=====	======	PROD	DUCTS	AGE	OF SMO	OKER	TOB-	TOB-		SPORT	
PRE-	OR	3-10			PER	PER	MACA-	PART-	ARTURO	=====	=====				ACCO	ACCO	•		MAIL
MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES				55+		OUTLET		,	ORDER
====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
Base: Total Respondents 408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	,	5 2
100.0	100.0	100.0	100.0														100.0	_	52
100_0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9		35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6		100.0 12.7
Yes 32	7	17	8	7	5	5	5	2	2	6	26	8	22	1	13	7	2	1	5
7.8	6.9	9.1	6.6	6.7	10.0	8.3	6.3	12.5	7.1	4.2	9.8	4.6	11.3	2.7		11.7	_	•	9.6
100.0	. 21.9	53.1	25.0	21.9	15.6	15.6	15.6	6.3	6.3		81.3		68.8				6.3		
No 376			113	98	45	55			26	138	238	166	173	36	220	53	25	5	47
92.2								87.5	92.9	95.8	90.2	95.4	88.7	97.3	94.4	88.3	92.6	83.3	90.4
100.0	25.0	44.9	30.1	26.1	12.0	14.6	19.9	3.7	6.9	36.7	63.3	44.1	46.0	9.6	58.5	14.1	6.6	1.3	12.5
Sigma 408		186	121	105	50	60			28	144	264	174	195	37	233	60	27	6	52
	100.0							100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7



				CING TE		(NON)	IG FREG	NAL)	C.	CAD DO	AND	US	E IONAL			•	TRADI		CERY/	REST- AURANT /CIGAR	
		TOTAL PRE-	2		11 OR MORE	1 OR LESS PER		4+ PER	SMOKE	======	OFTEN	TOBA PROD	CCO		OF SMC		-AL TOB-	TOB- ACCO	VENI- ENCE/	BAR/	MAIL
						WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54 =====	55+	SHOP	OUTLET	COUNT	-	ORDER
Base: Total Responder	nts	408 100.0 100.0	101 100.0 24.8			105 100.0 25.7	50 100.0 12.3		80 100.0 19.6	16 100.0 3.9		144 100.0 35.3			195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Under \$15,000		22 5.4 100.0	5 5.0 22.7	9 4.8 40.9			2 4.0 9.1	1 1.7 4.5	5.0 18.2	-	- - -	16 11.1 72.7	2.3 27.3	12 6.9 54.5	5 2.6 22.7	5 13.5 22.7	7 3.0 31.8	7 11.7 31.8		- - -	5.8 13.6
\$15,000 - \$24,999		31 7.6 100.0	10 9.9 32.3		4.1	9 8.6 29.0		4 6.7 12.9	6 7.5 19.4	-	7.1 6.5	16 11.1 51.6	15 5.7 48.4	20 11.5 64.5	10 5.1 32.3	1 2.7 3.2		5 8.3 16.1	3 11.1 9.7	1 16.7 3.2	
\$25,000 - \$34,999		55 13.5 100.0		12.4	8.3	15.2	20.0	8 13.3 14.5		6.3 1.8	7.1 3.6		32 12.1 58.2	35 20.1 63.6	18 9.2 32.7	2 5.4 3.6	13.7	10 16.7 18.2	7.4	33.3 3.6	3 5.8 5.5
\$35,000 - \$49,999		68 16.7 100.0		19.9	15.7	16.2	20.0	11 18.3 16.2		5 31.3 7.4	7 25.0 10.3		38 14:4 55.9		22 11.3 32.4	9 24.3 13.2		8 13.3 11.8	25.9	1 16.7 1.5	
\$50,000 or over		232 56.9 100.0		54.3	65.3	49.5	50.0		68.8	10 62.5 4.3	60.7	41.0	173 65.5 74.6		140 71.8 60.3		57.5	50.0	40.7	33.3 0.9	
Unknown		- - -	- - -	- - -	- -	-	-	- - -	-	- - -	-	- - -	- - -	- -	-	- - -	-	- -	-	-	-
Sigma	CONFIDI Under Protei			100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0				233 100.0 57.1		100.0		52 100.0 12.7
Median (X \$1,000)	FID: rote O O	56.02	51.43	53.95	61.70	49.55	49.99	58.32	63.63	59.99	58.81	43.49	61.84	43.10	65.17	53.74	56.52	49.99	44.63	34.99	62.85

Table 196 Age & Presence Of Children

																		MOST O		
		=====	KING T		(NO	NG FREG N-SEASG	ONAL)	С	IGAR B	RAND	US ADD I 1	SE FIONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	ī
	PRE-	YEARS OR	3-10	MORE	1 OR LESS PER	2-3 PER	4+ PER	MACA-	PART-	T OFTEN	TOB/ PROD	ACCO DUCTS	=====	OF SM	=====	-AL TOB- ACCO	TOB- ACCO	VENI- ENCE/		
	MIUM	LESS	YEARS	TEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34	35-54	55+	SHOP	OUTLET	COLULT	CHEST	
Base: Total Respondents	408	101 100.0	186 100.0	121 100.0	105	50 100.0	60	80 100.0	16 100.0	28 100.0	144	264 100.0	174 100.0	195 100.0	37	233 100.0	60	27 100.0 6.6	6 100.0	5 5 0 100.
Any Children Under 18	178 43.6 100.0			47 38.8 26.4		42.0	25 41.7 14.0	31 38.8 17.4	68.8	14 50.0 7.9	61 42.4 34.3	117 44.3 65.7		116 59.5 65.2	3 8.1 1.7	47.2	25 41.7 14.0	12 44.4 6.7		36. 10.
Any under 6	84 20.6 100.0		49 26.3 58.3	17 14.0 20.2	17 16.2 20.2	7 14.0 8.3	7 11.7 8.3	12 15.0 14.3	37.5	4 14.3 4.8	28 19.4 33.3	56 21.2 66.7	44 25.3 52.4	39 20.0 46.4	- - -		10 16.7 11.9	5 18.5 6.0	-	11. 7.
Any 6 - 12	92 22.5 100.0	27 26.7 29.3	45 24.2 48.9	20 16.5 21.7	21 20.0 22.8		15 25.0 16.3	14 17.5 15.2	56.3	8 28.6 8.7	35 24.3 38.0	57 21.6 62.0	22 12.6 23.9	68 34.9 73.9	1 2.7 1.1		16 26.7 17.4	8 29.6 8.7		17. 9.
Any 13 - 17	69 16.9 100.0	16 15.8 23.2		23 19.0 33.3	15 14.3 21.7		13 21.7 18.8	13 16.3 18.8	25.0	8 28.6 11.6	22 15.3 31.9	47 17.8 68.1	8 4.6 11.6	58 29.7 84.1	2 5.4 2.9		8 13.3 11.6	5 18.5 7.2	-	1 23. 17.
Under 6 only	50 12.3 100.0	9 8.9 18.0	30 16.1 60.0	11 9.1 22.0	9 8.6 18.0	3 6.0 6.0	3 5.0 6.0	10 12.5 20.0	12.5	1 3.6 2.0	14 9.7 28.0	36 13.6 72.0	33 19.0 66.0	17 8.7 34.0	-	36 15.5 72.0	7 11.7 14.0	1 3.7 2.0	:	
6 - 12 only	30 7.4 100.0	8 7.9 26.7	13 7.0 43.3	9 7.4 30.0	9 8.6 30.0	8.0 13.3	6 10.0 20.0	6 7.5 20.0	12.5	3 10.7 10.0	13 9.0 43.3	17 6.4 56.7	5 2.9 16.7	24 12.3 80.0	1 2.7 3.3	16 6.9 53.3	8 13.3 26.7	2 7.4 6.7	-	1. 3.
13 - 17 only	35 8.6 100.0	4 4.0 11.4	16 8.6 45.7	15 12.4 42.9	7 6.7 20.0	7 14.0 20.0	7 11.7 20.0	7 8.8 20.0		5 17.9 14.3	11 7.6 31.4	24 9.1 68.6	2 1.1 5.7		2 5.4 5.7	21 9.0 60.0	2 3.3 5.7	3 11.1 8.6	- -	
CONFIDENTIAL Under Protective Order INPD 011595 INPD 021595 Custom Research OPP Custom Research					Proje	ect Y4V	x007-1	: - (GENERAL	. CIGAR	ATTITU	DE AND	USAGE							





Table 196 Age & Presence Of Children

																	=====	======	======	======	=====
				KING TE		(NON	NG FREG	DNAL)	rı	GAR BR	AND	US	SE TIONAL				TRADI		-	REST- AURANT /CIGAR	
			2 YEARS		11 OR	1 OR LESS	2-3 PER	4+ PER	SMOKE	D MOST	OFTEN ARTURO	TOBA PROD	CCO OUCTS		OF SMO		-AL TOB-	TOB- ACCO	VENI- ENCE/	BAR/	
		PRE- MIUM =====		YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	-	MAIL ORDER
Base: Total	Respondents	408 100.0 100.0	100.0	100.0						16 100.0 3.9	28 100.0 6.9		264 100.0 64.7		195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Under 6 ar	nd 6 - 12 only	29 7.1 100.0			4 3.3 13.8	5 4.8 17.2	3 6.0 10.3		2 2.5 6.9	3 18.8 10.3	2 7.1 6.9	12 8.3 41.4	17 6.4 58.6	11 6.3 37.9	17 8.7 58.6	-	17 7.3 58.6	2 3.3 6.9		- - -	
Under 6 ai	nd 13 - 17 only	0.2 100.0		- - -	0.8 100.0	1 1.0 100.0	- - -	- - -	- - -	-	- - -	0.7 100.0	- - -	-	0.5 100.0	-	0.4 100.0	- -	- - -	-	- - -
6 - 12 and	d 13 - 17 only	29 7.1 100.0	9.9	7.0	6 5.0 20.7	5 4.8 17.2			6 7.5 20.7	3 18.8 10.3	2 7.1 6.9	9 6.3 31.0	20 7.6 69.0	6 3.4 20.7	23 11.8 79.3	-	16 6.9 55.2	5 8.3 17.2	7.4 6.9	-	
All 3 age	groups	4 1.0 100.0	2.0	0.5	0.8 25.0	2 1.9 50.0	1 2.0 25.0	1 1.7 25.0	- - -	1 6.3 25.0	1 3.6 25.0	0.7 25.0	3 1.1 75.0	- - -	2.1 100.0	-	3 1.3 75.0		-	- - -	-
No children		230 56.4 100.0	60.4	51.1			29 58.0 12.6			5 31.3 2.2	14 50.0 6.1	83 57.6 36.1	147 55.7 63.9	117 67.2 50.9	79 40.5 34.3	34 91.9 14.8		35 58.3 15.2	15 55.6 6.5	6 100.0 2.6	63.5
Unknown	CONI Under Pi	-	-	-	- -	- - -	- - -	-	- - -	- - -	-	-	- - -	- -	- - -	-	- - -	-	-	-	-
Sigma	CONFIDENTIAL Under Protective Ord INPD 011596	831 203.7 100.0	200.0	401 215.6 48.3		186.7	200.0	200.0	150 187.5 18.1	46 287.5 5.5	62 221.4 7.5	290 201.4 34.9	541 204.9 65.1					119 198.3 14.3	57 211.1 6.9	6 100.0 0.7	188.5

Table 197 Kitchen Appliances

																=====	, Al		FIEN 	
	TOTAL	SMO ===== 2 YEARS	KING T	=====	(NO ===== 1 OR	N-SEAS =====	=====	C SMOK		T OFTEN	ADD I TOB	SE TIONAL ACCO				TRADI		CERY/	REST- AURANT /CIGAR BAR/	
	PRE-	OR	3-10	11 OR MORE	PER	2-3	4+			======		DUCTS	AGE	OF SM	OKER	TOB-	TOB-	ENCE/		
	MIUM	LESS		YEARS		PER WEEK	PER WEEK	MACA- NUDO		ARTURO					=====		ACCO		CLUB/	MAIL
	=====	=====	=====	=====	=====	=====	####	=====		FUENTE	YES	NO =====	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
Ones Table															===	=====	=====	=====	=====	=====
Base: Total Respondents	408		186		105	50	60	80	16				174	195	37		60	27	6	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1		6.6		12.7
Microwave	384	93	175	116	99	46	56	80	15	27	133	251	1/0	405						
	94.1								93.8			95.1	160	185	37 100.0	223	56	25	6	
	100.0	24.2	45.6	30.2	25.8	12.0	14.6	20.8	3.9			65.4				95.7 58.1	93.3 14.6		100.0	
No microwave	24	8	11	_	,	,	,		_	_								0.,,	1.0	,
	5.9	_		5 4.1	5.7	8.0	6.7	-	1	1	11	13	14	10	-	10	4	2	-	4
	100.0				25.0			-	6.3 4.2				8.0			4.3		7.4	-	
			,,,,,	20.0	22.0	10.7	10.7	_	4.2	4.2	45.8	54.2	58.3	41.7	-	41.7	16.7	8.3	-	16.7
No answer	-	-	-	-	-	-	-	-	-	-	-	-		-	_		_	_	_	_
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	_	_	-	-
	-	-	•	-	-	-	•	•	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	408	101	186	121	105	50	60	80	16	28	144	24/	17/	105	77	277				
		100.0							100.0	100.0		264	174	195	37	233	60	27	400.0	
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1		100.0 14.7	6.6	100.0	100.0
										· · · ·	92.3	04.1	72.0	47.0	7.1	21.1	14.7	0.0	1.3	12.7



				CING TI			NG FREG	ONAL)		IGAR BI	RAND FOFTEN	US ADD I 1 TOBA	IONAL				TRADI -TION		CERY/	REST- AURANT /CIGAR BAR/	
		PRE-	YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	PER	2-3 PER WEEK	4+ PER WEEK	MACA-	PART-	ARTURO FUENTE	PROD	OUCTS			=====	TOB- ACCO	TOB- ACCO OUTLET	ENCE/ DIS-	SPORT CLUB/	MAIL ORDER
											=====										
Base: Total Responder	nts	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6							28 100.0 6.9		264 100.0 64.7	174 100.0 42.6	195 100.0 47.8		100.0	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Owns A Car (Net)		348 85.3 100.0		156 83.9 44.8				55 91.7 15.8		15 93.8 4.3	23 82.1 6.6	117 81.3 33.6	231 87.5 66.4	141 81.0 40.5	172 88.2 49.4	33 89.2 9.5		47 78.3 13.5	23 85.2 6.6	5 83.3 1.4	
1 car		187 45.8 100.0	51.5	85 45.7 45.5				25 41.7 13.4		5 31.3 2.7	9 32.1 4.8	71 49.3 38.0	116 43.9 62.0	84 48.3 44.9	91 46.7 48.7	12 32.4 6.4	46.4	27 45.0 14.4	14 51.9 7.5	66.7 2.1	20 38.5 10.7
2 cars		123 30.1 100.0		56 30.1 45.5	37 30.6 30.1	28 26.7 22.8		21 35.0 17.1		8 50.0 6.5	12 42.9 9.8	35 24.3 28.5	88 33.3 71.5	51 29.3 41.5	56 28.7 45.5			18 30.0 14.6		-	19 36.5 15.4
3 cars		26 6.4 100.0	3.0	12 6.5 46.2	11 9.1 42.3	3 2.9 11.5	5 10.0 19.2	7 11.7 26.9	4 5.0 15.4	2 12.5 7.7	1 3.6 3.8	4 2.8 15.4	22 8.3 84.6	5 2.9 19.2	15 7.7 57.7			1 1.7 3.8		-	7.7 15.4
4 cars		9 2.2 100.0	1.0	2 1.1 22.2	6 5.0 66.7	3 2.9 33.3	1 2.0 11.1	1 1.7 11.1	2 2.5 22.2	- - -	3.6 11.1	6 4.2 66.7	3 1.1 33.3	1 0.6 11.1	7 3.6 77.8	1 2.7 11.1	3 1.3 33.3	-	1 3.7 11.1	-	5.8 33.3
5 or more cars		3 0.7 100.0	-	0.5 33.3	2 1.7 66.7	- - -	1 2.0 33.3	1 1.7 33.3	- - -	- - -	- - -	0.7 33.3	2 0.8 66.7	-	3 1.5 100.0	- - -	0.4 33.3	1 1.7 33.3	- - -	1 16.7 33.3	-
None	CONFIDENTIAL Under Protective Order INPD 011598	60 14.7 100.0	14.9		15 12.4 25.0		9 18.0 15.0	5 8.3 8.3		1 6.3 1.7	5 17.9 8.3	27 18.8 45.0	33 12.5 55.0	33 19.0 55.0	23 11.8 38.3	4 10.8 6.7		13 21.7 21.7	4 14.8 6.7	1 16.7 1.7	
NPD Custom Research	VI. Order					Proj	ect Y4	vx007-	1 - (GENERAI	. CIGAR	ATTITU	JDE AND	USAGE	Ē						

Table 198 Number Of Cars

STORE PURCHASE CIGARS AT MOST OFTEN

															=====	======	=====	=::::	=====
		SMOKING T	ENURE		NG FRE					US	SE				TRADI		DRUG/ GRO- CERY/	REST -	
	==	========	=====	=====		=====	С	IGAR B	RAND	ADDI	IONAL				-TION		CON-	/CIGAR	
		2		1 OR			SMOK	ED MOS	T OFTEN	TOBA	CCO				-AL		VENI-	•	
	TOTAL YE	EARS	11 OR	LESS	2-3	4+	=====	=====	======	PROD	UCTS	AGE	OF SM	OKER	TOB-	TOB-		SPORT	
	PRE- C	OR 3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO							ACCO	DIS-		MATI
	MIUM LE	ESS YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO		35-54		SHOP				MAIL
	===== ==	==== =====	=====	=====	=====	=====	=====	=====	======	=====			JJ J4		311UF	001151	COUNT	EVENT	ORDER
																======	=====	=====	=====
Base: Total Respondents	408	101 186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
	100.0 10	00.0 100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0										
		24.8 45.6			12.3					35.3		42.6				14.7	100.0		
									٠,,	37.3	04.7	72.0	41.0	7.1	37.1	14.7	6.6	1.5	12.7
Sigma	408	101 186		105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
	100.0 10	0.0 100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	_	100.0
	100.0 2	24.8 45.6	29.7	25.7	12.3	14.7	19.6	3.9		35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
Mean (among car owners)	1.61 1	1.45 1.58	1.80	1.49	1.76	1.76	1.61	1.80	1.74	1.56	1.65	1.45	1.69	1.88	1.58	1.51	1.52	1.80	1 78



			KING T	ENURE	-	I-SEAS	ONAL)	C.	IGAR BI	PAND.	US	SE TONAL				TRADI		CERY/	REST- AURANT /CIGAR	
	TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOKE	D MOS	OFTEN	TOB/ PROD	CCO OUCTS		OF SMO		-AL TOB-	TOB- ACCO	VENI- ENCE/	BAR/ SPORT	MAIL
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Respondents	408 100.0 100.0		186 100.0 45.6	100.0	105 100.0 25.7				16 100.0 3.9	28 100.0 6.9		264 100.0 64.7			37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Owns A Truck (Net)	207 50.7 100.0				53 50.5 25.6	24 48.0 11.6		38 47.5 18.4	8 50.0 3.9	14 50.0 6.8		138 52.3 66.7		109 55.9 52.7			32 53.3 15.5	12 44.4 5.8		28 53.8 13.5
1 truck	164 40.2 100.0	39 38.6 23.8		38.0	45 42.9 27.4					10 35.7 6.1		110 41.7 67.1		90 46.2 54.9	12 32.4 7.3	38.2	26 43.3 15.9	9 33.3 5.5	33.3 1.2	46.2
2 trucks	36 8.8 100.0	8.9				5 10.0 13.9		4 5.0 11.1	- - -	4 14.3 11.1	13 9.0 36.1	23 8.7 63.9	16 9.2 44.4	16 8.2 44.4	4 10.8 11.1		3 5.0 8.3	3 11.1 8.3	- - -	7.7 11.1
3 trucks	5 1.2 100.0				1 1.0 20.0	- - -	- -	2.5 40.0	- - -	- -	0.7 20.0		0.6 20.0	2 1.0 40.0	5.4 40.0	0.9	3 5.0 60.0		- - -	- -
4 trucks	1 0.2 100.0	1 1.0 100.0	-		- - -	-	-	- - -	-	-	- -	0.4 100.0	0.6 100.0	-	- - -	0.4 100.0	- - -	-	-	-
5 or more trucks	1 0.2 100.0		-	0.8 100.0	-	-	-	-	-	- - -	0.7 100.0	- - -	- - -	0.5 100.0	-	:	-	-	1 16.7 100.0	-
None	201 49.3 100.0		46.8				46.7	42 52.5 20.9		14 50.0 7.0		126 47.7 62.7						15 55.6 7.5	3 50.0 1.5	24 46.2 11.9

CONFIDENTIAL
Under Protective Order
INPD 011600

Research
Custom

Table 199 Number Of Trucks

STORE	PURCH/	\SE	CIGARS
AT	MOST	ΩF1	ren

																=====		=====	-=====	=====
			KING T		(NO	NG FRE N-SEAS	ONAL)					SE				TRADI			REST- AURANT	
		2			1 OR				IGAR B ED MOS	RAND T OFTEN		TIONAL ACCO				-TION			/CIGAR	
	TOTAL PRE-	YEARS OR		11 OR		2-3	4+	====	=====	======	PRO	DUCTS	AGE	OF SM	OKER	-AL TOB-		VENI-	-	
	MIUM	LESS	3-10 YEARS	MORE YEARS	PER Week	PER Week	PER Week	MACA- NUDO	PART-	ARTURO FUENTE		===== NO		===== 35-54			ACCO	DIS-	CLUB/	MAIL
	=====	=====	=====	=====	=====	=====	=====	=====	=====	======	=====	=====	=====	33-34	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7			100.0	80 100.0 19.6	100.0	28 100.0 6.9	100.0		100.0	100.0	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0	52 100.0 12.7
Sigma	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7		60 100.0 14.7	80 100.0 19.6			100.0		174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27	6	52 100.0
Mean (Among Truck Owners)	1.26	1.28	1.21	1.31	1.17	1.21	1.22	1.21	1.00	1.29	1.28		1.27			1.28				1.14



				CIGAR BRAND SMOKED MOST OFTEN	USE ADDITIONAL TOBACCO PRODUCTS AGE OF	TRAD -T10! -AL F SMOKER TOB-		
	MIUM LESS	3-10 MORE PER YEARS YEARS WEEK		NUDO AGAS FUENTE	YES NO 18-34 3!	====== ACCO 5-54 55+ SHOP	ACCO DIS- CLUB/ OUTLET COUNT EVENT	ORDER
Base: Total Respondents		186 121 10 100.0 100.0 100. 45.6 29.7 25.	0 100.0 100.0		144 264 174 100.0 100.0 100.0 10 35.3 64.7 42.6		100.0 100.0 100.0	6 52 0 100.0 5 12.7
Owns A Dog	167 39 40.9 38.6 100.0 23.4	77 51 4 41.4 42.1 40.4 46.1 30.5 25.	0 48.0 51.7			93 15 99 47.7 40.5 42.5 55.7 9.0 59.3	46.7 29.6 33.	
1 dog	108 25 26.5 24.8 100.0 23.1	54 29 3. 29.0 24.0 30. 50.0 26.9 29.	5 24.0 31.7			59 11 6 30.3 29.7 28.8 54.6 10.2 62.0	3 25.0 18.5 33.	
2 dogs	46 11 11.3 10.9 100.0 23.9	16 19 8.6 15.7 8.3 34.8 41.3 19.5				26 4 29 13.3 10.8 10.3 56.5 8.7 54.3	18.3 11.1	- 4 - 7.7 - 8.7
3 dogs	9 2 2.2 2.0 100.0 22.2	4 3 2.2 2.5 1. 44.4 33.3 11.			4 5 3 2.8 1.9 1.7 44.4 55.6 33.3	6 - 4 3.1 - 1. 66.7 - 44.	3.3 -	- 2 - 3.8 - 22.2
4 dogs	1 - 0.2 - 100.0 -	1 - 0.5 - 100.0 -	 		1 - 1 0.7 - 0.6 100.0 - 100.0	0.0 100.0		
CONF Under Pr INPD	3 1 0.7 1.0 100.0 33.3	2 - 1.1 - 66.7 -	2 3.3 66.7		1 2 1 0.7 0.8 0.6 33.3 66.7 33.3	2 - 1.0 - 0.66.7 - 66.		- 1 - 1.9 - 33.3
CONFIDENTIAI Under Protective Or INPD 011602 s do do do 6			· · ·				· ·	· ·

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Table 200 Dog Ownership

STORE	PURCHASE	CIGARS
ΔT	MOST OF	TEN

																=====	======	=====	======	=====
			SMOKING TENURE (NON-SEASONAL) 2 1 0 P						ICAD D	DAND	-	SE				TRADI			REST- AURANT	
	TOTAL PRE-			11 OR	1 OR LESS PER		4+ PER	SMOK	=====	KAND T OFTEN ====== ARTURO	TOB PRO	TIONAL ACCO DUCTS	AGE	OF SM	OKER	-TION -AL TOB-	тов-	VENI-	SPORT	
	MIUM =====	LESS		YEARS		WEEK		NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET		CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	100.0	105 100.0 25.7	50 100.0 12.3	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	37 100.0 9.1	100.0	60 100.0 14.7	100.0	100.0	52 100.0 12.7
7 dogs	- - -	-	-	-	-	-	-	•	-			-		-	-	-	:	-	-	-
8 dogs	-	- -	-	-	-	-	-	-	-	-	-	-		-	-	-	-	•	-	-
9 or more dogs	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
None	241 59.1 100.0	62 61.4 25.7	109 58.6 45.2		63 60.0 26.1	26 52.0 10.8				18 64.3		163 61.7					32 53.3		66.7	- 33 63.5
Sigma	408 100.0 100.0	101 100.0	186 100.0	121 100.0	105 100.0	50	60 100.0	80 100.0	4.6 16 100.0 3.9	7.5 28 100.0 6.9	144 100.0	67.6 264 100.0 64.7	174	195 100.0	9.1 37 100.0 9.1		13.3 60 100.0 14.7	7.9 27 100.0 6.6	6 100.0	



		TOTAL PRE- MIUM	2 YEARS OR LESS	3-10 YEARS	SMOKING FREQUENCENURE (NON-SEASONAL) 1 OR 11 OR LESS 2-3 4+ MORE PER PER PER YEARS WEEK WEEK WEEK				SMOKE =====: MACA- NUDO	PART- AGAS	OFTEN ARTURO FUENTE	TOBA PROD ====== YES	TIONAL CCO DUCTS NO	18-34	35-54	55+	SHOP	TOB- ACCO OUTLET	CERY/ CON- VENI- ENCE/ DIS-	REST- AURANT /CIGAR BAR/ SPORT CLUB/	MAIL ORDER
Base: Total	Respondents	408 100.0 100.0	101 100.0	186 100.0	121 100.0	105 100.0	50 100.0	60 100.0	80	16	28	144	264 100.0	174 100.0	195 100.0	37		60	27 100.0 6.6		52 100.0 12.7
Owns A Cat	•	157 38.5 100.0	31.7	41.9		39 37.1 24.8	24 48.0 15.3	22 36.7 14.0		9 56.3 5.7	17 60.7 10.8	54 37.5 34.4	103 39.0 65.6	70 40.2 44.6	76 39.0 48.4	11 29.7 7.0	87 37.3 55.4	25 41.7 15.9	15 55.6 9.6		20 38.5 12.7
1 cat		70 17.2 100.0	14.9	19.4		19 18.1 27.1	8 16.0 11.4	8 13.3 11.4	12 15.0 17.1	6 37.5 8.6	13 46.4 18.6		46 17.4 65.7	31 17.8 44.3	37 19.0 52.9	2 5.4 2.9	40 17.2 57.1	12 20.0 17.1	7 25.9 10.0	-	8 15.4 11.4
2 cats		58 14.2 100.0	10.9		15.7	11 10.5 19.0	13 26.0 22.4	10 16.7 17.2	11 13.8 19.0	3 18.8 5.2		17 11.8 29.3	41 15.5 70.7	27 15.5 46.6	27 13.8 46.6	4 10.8 6.9	29 12.4 50.0	8 13.3 13.8			7 13.5 12.1
3 cats		16 3.9 100.0	3.0	4.3		5 4.8 31.3	2 4.0 12.5	4 6.7 25.0	5 6.3 31.3	-	-	7 4.9 43.8	9 3.4 56.3	6 3.4 37.5	7 3.6 43.8	3 8.1 18.8	8 3.4 50.0	4 6.7 25.0	-	- -	4 7.7 25.0
4 cats	Un	3 0.7 100.0	-	2 1.1 66.7	0.8	2 1.9 66.7	-	-	- - -	-	- -	1 0.7 33. 3	2 0.8 66.7	2 1.1 66.7	-	1 2.7 33.3	3 1.3 100.0	• - -	-	-	<u>-</u> -
5 cats	CONFIDENTIAL der Protective Ord	5 1.2 100.0	1.0			1 1.0 20.0	- - -	-	1 1.3 20.0	-	1 3.6 20.0	2 1.4 40.0	3 1.1 60.0	2 1.1 40.0	3 1.5 60.0	-	3 1.3 60.0	1.7	-	- -	1.7
6 cats	CONFIDENTIAL Under Protective Order INPD 011604	0.7 100.0	1.0		-	1.0 33.3	2.0 33.3	-	1 1.3 33.3	- - -	-	2 1.4 66.7	1 0.4 33.3	•	2 1.0 66.7	2.7 33.3	3 1.3 100.0	-	-	-	•

Table 201 Cat Ownership

																=====	======	=====	======	=====
			KING T	ENURE	(NO	N-SEAS			ICAD D	DANO		SE				TRADI			REST- AURANT	
	PRE-	2 YEARS OR		11 OR	1 OR LESS	2-3 PER	4+ PER	SMOK	=====	T OFTEN	TOB PRO	TIONAL ACCO DUCTS	AGE	OF SM	OKER	-TION -AL TOB-	TOB-	VENI- ENCE/	SPORT	
	MIUM =====			YEARS		WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+		ACCO OUTLET		CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0		100.0	100.0	105 100.0 25.7	50 100.0 12.3	100.0	80 100.0 19.6	100.0	100.0	100.0	100.0	100.0	100.0	37 100.0 9.1	100.0	60 100.0 14 7		100.0	52 100.0 12.7
7 cats	- - -		-	- - -	- -	-	-	-	-	-	-	-	-	-	-	-	-	- -	•	-
8 cats	- -	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-	-
9 or more cats	2	1 1.0	-	1 0.8		-	-	-	-	-	- 1 0.7	- 1 0.4	- 2 1.1	-	-	- 1 0.4	-		-	
None	100.0 251 61.5	50.0 69 68.3	108 58.1		- 66 62.9	26 52.0	38 63.3	50 62.5	- 7 43.8	- 11 39.3	90	50.0 161 61.0	100.0	- 119 61 0	- 26 70.3	50.0 146 62.7	- 35 58.3	12	6	32
Sigma	408 100.0 100.0	27.5 101 100.0 24.8	186 100.0 45.6	121	26.3 105 100.0 25.7	50 100.0 12.3	15.1 60 100.0 14.7	19.9 80 100.0 19.6	2.8 16 100.0 3.9	28 100.0	35.9 144 100.0	64.1 264	41.4 174 100.0	47.4 195 100.0	10.4 37 100.0	58.2 233 100.0	13.9 60 100.0 14.7	4.8 27	2.4 6 100.0	12.7 52



			2	CING TE		1 OR OR LESS 2-3 4+ 11 E PER PER PER 1					OFTEN	US ADDIT TOBA	IONAL		25 24		TRADI -TION -AL		CON- VENI-	AURANT /CIGAR BAR/	
		PRE- MIUM	YEARS OR LESS			PER	PER		MACA-	PART-	ARTURO FUENTE	PROD ===== YES =====	NO	===== 18-34	35-54	====	TOB- ACCO SHOP	OUTLET	DIS- COUNT	SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Re	spondents	408 100.0 100.0	100.0					60 100.0 14.7		16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7		195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
Alabama		4 1.0 100.0		0.5 25.0	2 1.7 50.0	-	1 2.0 25.0	1 1.7 25.0	-	1 6.3 25.0	-	0.7 25.0	3 1.1 75.0	3 1.7 75.0	1 0.5 25.0	-	1.7 100.0	- - -	-	- - -	- - -
Arizona		7 1.7 100.0	5.0		-	3 2.9 42.9	2.0	-	1 1.3 14.3	1 6.3 14.3	-	0.7 14.3	2.3 85.7	2.3 57.1	2 1.0 28.6	1 2.7 14.3	6 2.6 85.7	-	- -	-	-
Arkansas		4 1.0 100.0	-		3 2.5 75.0	1.0			- - -	1 6.3 25.0	1 3.6 25.0	3 2.1 75.0	0.4 25.0	0.6 25.0	3 1.5 75.0	•	0.4 25.0		1 3.7 25.0		3.8 50.0
California		53 13.0 100.0	14.9	14.0	12 9.9 22.6	17.1	16.0	12 20.0 22.6		- - -		17 11.8 32.1	36 13.6 67.9	22 12.6 41.5	28 14.4 52.8	3 8.1 5.7	29 12.4 54.7	15.0	3 11.1 5.7	-	
Colorado		7 1.7 100.0			0.8		-	-	3.8 42.9	- - -	-	4 2.8 57.1	3 1.1 42.9	5 2.9 71.4	2 1.0 28.6	-	3 1.3 42.9	3.3			-
Connecticut	Co Unde IN	6 1.5 100.0	-	4 2.2 66.7		1 1.0 16.7		-	1 1.3 16.7				5 1.9 83.3	2 1.1 33.3	4 2.1 66.7	-	3 1.3 50.0	3.3	-	-	1 1.9 16.7
Florida	CONFIDEN Under Protecti	18 4.4 100.0	5.9	4.3					2 2.5 11.1			2.8	14 5.3 77.8		10 5.1 55.6	4 10.8 22.2	10 4.3 55.6	5.0	7.4 11.1	-	2 3.8 11.1

STORE PURCHASE CIGARS AT MOST OFTEN

						SMOKING FREQUENCY (NON-SEASONAL)											A I A :======	1031 U			
				KING T		(NO		ONAL)	Ci	GAR BE	AND	US ADD I 1	SE FIONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
		TOTAL PRE- MIUM	2 YEARS OR		11 OR MORE VEADS	PER	2-3 PER WEEK	4+ PER	SMOKE ===== MACA-	D MOST	OFTEN E===== ARTURO FUENTE	TOB/ PROD	ACCO DUCTS	=====		=====	-AL TOB- ACCO	TOB- ACCO	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	
		=====	=====											=====	33-34	JJ+	2HOP	OUTLET	COUNT	=====	ORDER
Base: Total Responder	nts	408 100.0 100.0					50 100.0 12.3	60 100.0 14.7	80 100.0 19.6	16 100.0 3.9		144 100.0 35.3			195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
Georgia	daho		2.0 16.7	7 3.8 58.3	3 2.5 25.0		1 2.0 8.3	3 5.0 25.0	1 1.3 8.3	2 12.5 16.7	1 3.6 8.3	2.8 33.3	8 3.0 66.7	5 2.9 41.7	6 3.1 50.0	1 2.7 8.3	7 3.0 58.3	1 1.7 8.3	1 3.7 8.3	-	2 3.8 16.7
Idaho		3 0.7 100.0		0.5 33.3	0.8 33.3	1 1.0 33.3	-	-	1 1.3 33.3	-	-	2 1.4 66.7	1 0.4 33.3	3 1.7 100.0	-	- - -	- -	2 3.3 66.7	-	-	- - -
Illinois		21 5.1 100.0	5.0 23.8	8 4.3 38.1	8 6.6 38.1	7 6.7 33.3	1 2.0 4.8	6 10.0 28.6	3 3.8 14.3	-	1 3.6 4.8	8 5.6 38.1	13 4.9 61.9	9 5.2 42.9	7 3.6 33.3	5 13.5 23.8	9 3.9 42.9	3 5.0 14.3	2 7.4 9.5	2 33.3 9.5	4 7.7 19.0
Indiana		11 2.7 100.0	- - -	7 3.8 63.6	3.3 36.4	3 2.9 27.3	2 4.0 18.2	1 1.7 9.1	3 3.8 27.3	-	- - -	4 2.8 36.4	7 2.7 63.6	3 1.7 27.3	7 3.6 63.6	1 2.7 9.1	6 2.6 54.5	2 3.3 18.2	-	-	2 3.8 18.2
I owa		0.2 100.0	1 1.0 100.0	- - -	- - -	- - -	-	-	-	- -	-	-	1 0.4 100.0	1 0.6 100.0	- - -	-	-		-	-	1 1.9 100.0
Kansas		0.2 100.0		-	0.8 100.0	-	-	- •	-	- - -	- - -	-	1 0.4 100.0	- -	0.5 100.0	-		- -	-	-	1 1.9 100.0
Kentucky	U	6 1.5 100.0	3.0 50.0	3 1.6 50.0	• •	3 2.9 50.0	- - -			•	7.1 33.3	1 0.7 16.7	5 1.9 83.3	3 1.7 50.0	3 1.5 50.0	- - -	3 1.3 50.0	2 3.3 33.3	1 3.7 16.7	- - -	- -
NPD Custom Research	CONFIDENTIAL Under Protective Order INPD 011607					Proje	ect Y4\	/X007- 1	: - G	ENERAL	CIGAR	ATTITU	IDE AND	USAGE	:						

	====	SMOKING FREQUENCY KING TENURE (NON-SEASONAL) USE					IONAL				TRADI		CON-	AURANT /CIGAR			
	2 TOTAL YEAR PRE- OR MIUM LESS	3-10 MORE YEARS YEAR	11 OR LESS 2-3 4+ ===================================				UCTS ===== NO	== = == 18-34	35-54	55+		TOB- ACCO OUTLET		SPORT CLUB/	MAIL ORDER		
Base: Total Respondents	408 10 100.0 100. 100.0 24.	0 100.0 100.	0 100.0 10		100.0			144 100.0 35.3		174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6		100.0
Louisiana	3 0.7 1. 100.0 33.	0 0.5 0.		1 - 2.0 - 33.3 -	-	- - -	1 3.6 33.3	1 0.7 33.3	2 0.8 66.7	2 1.1 66.7	0.5 33.3	- - -	0.4 33.3		-	-	-
Maine	2 0.5 1. 100.0 50.		 		1	-	-	-	2 0.8 100.0	1 0.6 50.0	1 0.5 50.0	- - -		-	-	- - -	1 1.9 50.0
Maryland	26 6.4 4. 100.0 15		1 6.7	3 4 6.0 6.7 11.5 15.4		2 12.5 7.7	-	2.0	18 6.8 69.2	8 4.6 30.8	16 8.2 61.5	2 5.4 7.7	6.4	-	2 7.4 7.7	-	1
Massachusetts	3 0.7 1 100.0 33				1 1.3 33.3	-	-	2 1.4 66.7	1 0.4 33.3	2 1.1 66.7	0.5 33.3	-	3 1.3 100.0	-	-	- - -	-
Michigan	7 1.7 2 100.0 28			1 3 2.0 5.0 14.3 42.9	} -	1 6.3 14.3	<u>.</u> -	1 0.7 14.3		2.3 57.1	1 0.5 14.3	2 5.4 28.6	2.1	1.7	-	- - -	1 1.9 14.3
Minnesota	6 1.5 1 100.0 16			1 1 2.0 1.7 16.7 16.7			1 3.6 16.7			- -	6 3.1 100.0		3 1.3 50.0	-	7.4 33.3	-	1.9
Mississippi	1 0.2 100.0	- 1 - 0.5 - 100.0	· · · · · · · · · · · · · · · · · · ·		- - -	-	-	0.7 100.0	-	0.6 100.0	-		0.4 100.0	-	- - -	- - -	•

Table 202 IBM State

	IATOT	SMOKING TENURE			(NO	NG FREIN-SEASI	ONAL)	SMOKI		OFTEN	ADD I					TRADI -TION -AL			AURANT /CIGAR	
	PRE- Mium	OR LESS	YEARS	MORE	PER WEEK	PER WEEK	PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	ACCO SHOP	TOB- ACCO OUTLET	COUNT	CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	60 100.0	80 100 - 0	16 100.0 3.9	28 100.0	144 100.0	264 100.0	174 100.0		37 100.0	233	60	27	6 100.0	52 100.0 12.7
Missouri	9 2.2 100.0	1 1.0 11.1		3 2.5 33.3	-	1 2.0 11.1	-	1 1.3 11.1	-	7.1 22.2	3 2.1 33.3	6 2.3 66.7	3 1.7 33.3		- - -	6 2.6 66.7	1 1.7 11.1	- - -	-	1 1.9 11.1
Montana	2 0.5 100.0		0.5 50.0	-	1 1.0 50.0	- -	•	1 1.3 50.0	- -		1 0.7 50.0	1 0.4 50.0	2 1.1 100.0	- - -	-	-	2 3.3 100.0	-	-	-
Nebraska	0.5 100.0		1 0.5 50.0	0.8 50.0	1 1.0 50.0	-	-	1 1.3 50.0	- -	-	1 0.7 50.0	1 0.4 50.0	2 1.1 100.0	-	-	2 0.9 100.0	-	-	- - -	-
Nevada	3 0.7 100.0	-	1 0.5 33.3	2 1.7 66.7	1 1.0 33.3	-	-	- - -	- - -	1 3.6 33.3	- - -	3 1.1 100.0	1 0.6 33.3	1 0.5 33.3	2.7 33.3	1 0.4 33.3	-	-	-	2 3.8 66.7
New Hampshire	0.2 100.0	•	0.5 100.0	- -	- - -	-		 - -	-	-	-	1 0.4 100.0	0.6 100.0	:		0.4 100.0	-	-	-	-
New Jersey	23 5.6 100.0	5 5.0 21.7	7 3.8 30.4	9.1 47.8	3.8 17.4	4 8.0 17.4	3 5.0 13.0	7 8.8 30.4	2 12.5 8.7	-	8 5.6 34.8	15 5.7 65.2	9 5.2 39.1	14 7.2 60.9	-		2 3.3 8.7	1 3.7 4.3	-	2 3.8 8.7
New York	39 9.6 100.0		21 11.3 53.8	14 11.6 35.9	8 7.6 20.5	2 4.0 5.1	7 11.7 17.9	10 12.5 25.6	1 6.3 2.6	4 14.3 10.3		30 11.4 76.9	11 6.3 28.2	20 10.3 51.3	7 18.9 17.9	21 9.0 53.8	4 6.7 10.3	5 18.5 12.8	1 16.7 2.6	4 7.7 10.3

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Under Protective Order
INPD 011609 NPD Custom Research



STORE PURCHASE CIGARS AT MOST OFTEN

	==	2	====	SMOKING FREQUENCY TENURE (NON-SEASONAL) ====================================						TOBA	IONAL	ACE	OF SMO	WED.	TRADI -TION -AL TOB-	TOB-	CON- VENI-	AURANT /CIGAR			
PR MI	E- C UM LE	OR 3-	10 M		PER WEEK	PER WEEK	PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	===== 18-34	===== 35-54	55+	ACCO	ACCO OUTLET	DIS-	CLUB/	MAIL ORDER	
10	0.0 10	101 00.0 10 24.8 4			105 100.0 25.7			80 100.0 19.6	16 100.0 3.9	28 100.0 6.9		264 100.0 64.7				233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	100.0	52 100.0 12.7	
			2.2 0.0	0.8 12.5	2 1.9 25.0	2 4.0 25.0	- - -	2.5 25.0	-	1 3.6 12.5	2.8 50.0	4 1.5 50.0	2.3 50.0	2.1 50.0	• •	6 2.6 75.0	1 1.7 12.5	1 3.7 12.5	- - -	- - -	
			5 2.7 3.3	3.3 26.7	2 1.9 13.3	3 6.0 20.0	1 1.7 6.7	3 3.8 20.0	-	7.1 13.3	5.6 53.3	7 2.7 46.7	2.9 33.3	8 4.1 53.3	1 2.7 6.7	12 5.2 80.0	1 1.7 6.7	-	- - -	2 3.8 13.3	
			2 1.1 50.0	0.8 25.0	1 1.0 25.0	-	1.7 25.0	- - -	- - -	- -	3 2.1 75.0	0.4 25.0	0.6 25.0	2 1.0 50.0	1 2.7 25.0	1 0.4 25.0	2 3.3 50.0	-	- -	1 1.9 25.0	
			0.5 25.0	0.8 25.0	1 1.0 25.0	-	3 5.0 75.0	-		-		2 0.8 50.0	- -	3 1.5 75.0	1 2.7 25.0		1 1.7 25.0		- -	1 1.9 25.0	
Pennsylvania 10			11 5.9 5.8	6 5.0 25.0	5 4.8 20.8	4 8.0 16.7	2 3.3 8.3		-		11 7.6 45.8		13 7.5 54.2	10 5.1 41.7	1 2.7 4.2		5.0 12.5		16.7		
Rhode Island	1 0.2 0.0	- - - 10	0.5 0.0	:	- -	- - -	-	- - -	-	- - -	•	0.4 100.0	0.6 100.0	- - -	- - -	- - -	1 1.7 100.0		-	-	
South Carolina	3 0.7 0.0	2 2.0 66.7	1 0.5 33.3	- - -	2 1.9 66.7	1 2.0 33.3	- - -	1 1.3 33.3		- - -	0.7 33.3	2 0.8 66.7	2 1.1 66.7	0.5 33.3	-	3 1.3 100.0		-	-	-	

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STORE PURCHASE CIGARS AT MOST OFTEN

																=====	======	=====	======	=====
			KING T	ENURE	(NO	N-SEAS	QUENCY ONAL)	•	* C & D . G			SE				TRADI			REST- AURANT	
	TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	 4+ PER	SMOK	=====	RAND T OFTEN ===== ARTURO	TOB PRO	TIONAL ACCO DUCTS ======	AGE	OF SMO	OKER	-TION -AL TOB-	TOB- ACCO	VENI- ENCE/	SPORT	***
	MIUM =====			YEARS			WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	DIS- COUNT		MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	100.0	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	80 100.0 19.6	16 100.0 3.9		144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Tennessee	6 1.5 100.0	1 1.0 16.7			3 2.9 50.0	1 2.0 16.7	<u>.</u>	2 2.5 33.3	2 12.5 33.3	1 3.6 16.7	3 2.1 50.0		2.3 66.7	1.0 33.3		4 1.7 66.7	1 1.7 16.7	-	- - -	1 1.9 16.7
Texas	26 6.4 100.0	4.0 15.4	14 7.5 53.8	8 6.6 30.8	8 7.6 30.8	4 8.0 15.4	4 6.7 15.4	3 3.8 11.5	-	1 3.6 3.8	12 8.3 46.2	14 5.3 53.8	10 5.7 38.5	13 6.7 50.0	3 8.1 11.5	15 6.4 57.7	3 5.0 11.5	2 7.4 7.7	1 16.7 3.8	2 3.8 7.7
Utah	1 0.2 100.0	-	0.5 100.0	-	-	-	-	- - -	-	-	- - -	1 0.4 100.0	0.6 100.0	:	- - -	- - -	1 1.7 100.0	-	-	-
Vermont	1 0.2 100.0	- -	-	1 0.8 100.0	-	-	-	- - -	- - -	-	-	1 0.4 100.0	1 0.6 100.0	-	-	0.4 100.0	-	-	-	-
Virginia	8 2.0 100.0	4 4.0 50.0	1 0.5 12.5	3 2.5 37. 5	-	- - -	-	4 5.0 50.0		:	3 2.1 37.5	5 1.9 62.5	3 1.7 37.5	3 1.5 37.5	2 5.4 25.0	5 2.1 62.5	1 1.7 12.5		-	2 3.8 25.0
Washington	7 1.7 100.0	3.0 42.9	3 1.6 42.9	1 0.8 14.3	3.8 57.1	- -	- - •	1 1.3 14.3	-	:	3 2.1 42.9	4 1.5 57.1	5 2.9 71.4	2 1.0 28.6	•	2 0.9 28.6	2 3.3 28.6	1 3.7 14.3	1 16.7 14.3	-
West Virginia	5 1.2 100.0	2 2.0 40.0	1 0.5 20.0	2 1.7 40.0	1 1.0 20.0	- -	1 1.7 20.0	1 1.3 20.0	- -	-	2 1.4 40.0	3 1.1 60.0	3 1.7 60.0	2 1.0 40.0	- -	2 0.9 40.0	3 5.0 60.0	-	-	-

STORE PURCHASE CIGARS AT MOST OFTEN

															=====	-=====		:=====:	
																	DRUG/		
				SMOKIN	IG FREG	NENCY											GRO-	REST-	
	CHO	KING TE	ENTIDE		I-SEASO					US	:=				TRADI			AURANT	
	SMO	KING I	INUKE	(NON	1- SENSC	MAL									-TION			/CIGAR	
	=====	=====	=====	=====	:=====	=====		IGAR B			IONAL							-	
	2			1 OR			SMOKE	ED MOS	OFTEN	TOB					-AL		VENI-		
ATOT	. YEARS		11 OR	LESS	2-3	4+	=====	=====	======	PROD	DUCTS	AGE	OF SMC	KER	TOB-	TOB-	ENCE/	SPORT	
PRE-	OR	3-10	MORE	PER	PER	PER	MACA-	PART-	ARTURO	=====	=====	=====	======	=====	ACCO	ACCO	DIS-	CLUB/	MAIL
MIUM	LESS		YEARS		WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
		TEARS								=====	=====	=====	=====	=====	=====	======	=====	=====	=====
====																			
Boss Tatal Bassandanta (0	3 101	186	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
Base: Total Respondents 40															100.0		100.0	-	100.0
	0.100									100.0									
100.	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
									_		_	_		_	_	_			
Wisconsin 1	3 2	7	4	1	3	-	1	-	2	6	7	8	4	1	8	_	-	-	1
3.	2 2.0	3.8	3.3	1.0	6.0	-	1.3	-	7.1	4.2	2.7	4.6	2.1	2.7	3.4	3.3	-	-	1.9
100.		53.8	30.8	7.7	23.1	-	7.7	-	15.4	46.2	53.8	61.5	30.8	7.7	61.5	15.4	-	-	7.7
100:	,,,,,	,,,,	50.0																
Unknown	1 -	1		1	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-
0.	, .	0.5	_	1.0	_		_	-	-	-	0.4	0.6	-		0.4	_	-	-	_
							_	_			100.0		_	_	100.0		-	_	-
100.	-	100.0	_	100.0	-	_	-	_	-		100.0	100.0			100.0				
200	0 101	104	121	105	50	60	80	16	28	144	264	174	195	37	233	60	27	6	52
Sigma 40		186																-	100.0
100.	0 100.0	100.0			100.0						100.0		100.0						
100.	0 24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7

Table 203 MSA

																=====	======	=====	=====	=====
			KING T		==== CIGAR BRAND ADD						SE				TRADI			REST- AURANT		
	TOTAL PRE- MIUM	2 Years Or	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK	ED MOS ====== PART-	T OFTEN	TOB. PRO		=====	OF SMC	=====	-TION -AL TOB- ACCO	TOB- ACCO	VENI-	SPORT	MAIL
				YEARS						FUENTE		NO =====	18-34	35-54 =====	55+ =====		OUTLET	COUNT		ORDER
Base: Total Respondents	408 100.0 100.0	100.0	100.0	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	100.0	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0	6	52 100.0 12.7
0080 AKRON, OH	0.2 100.0		0.5 100.0	-	-	1 2.0 100.0	-	-	-	1 3.6 100.0	0.7 100.0	-	0.6 100.0	-	-	1 0.4 100.0	- - -	- -	- -	•
0160 ALBANY-SCHENECTADY-TROY, NY	3 0.7 100.0	- -	1 0.5 33.3		1 1.0 33.3	-	1 1.7 33.3	-	-	-	0.7 33.3	2 0.8 66.7	-	2 1.0 66.7	1 2.7 33.3	0.4 33.3	1 1.7 33.3	-	-	
0240 ALLENTOWN-BETHLEHEM- EASTON PA	0.2 100.0	-	- - -	0.8 100.0	•	-		1 1.3 100.0	-	-	1 0.7 100.0	-	• •	0.5 100.0		0.4 100.0	-	- - -		-
0280 ALTOONA, PA	0.2 100.0	-	0.5 100.0	-	-	- - -	-	-	-	-	-	0.4 100.0	0.6 100.0		- - -	- - -	-	1 3.7 100.0		
0440 ANN ARBOR, MI	0.2 100.0	- -	-	0.8 100.0	- - -	-	1 1.7 100.0	-	1 6.3 100.0	-	- - -	0.4 100.0	-	0.5 100.0	-	0.4 100.0	-	-	-	-
0520 ATLANTA, GA	6 1.5 100.0	1 1.0 16.7	5 2.7 83.3	-	2 1.9 33.3	-	2 3.3 33.3	1 1.3 16.7	1 6.3 16.7	1 3.6 16.7	1 0.7 16.7	5 1.9 83.3	2 1.1 33.3	2.1 66.7	-	3 1.3 50.0	-	1 3.7 16.7	- - -	1 1.9 16.7
0560 ATLANTIC CITY-CAPE MAY, NJ	0.2 100.0	-	0.5 100.0	-	- - -	1 2.0 100.0	-	- - -	-	- - -		0.4 100.0	0.6 100.0	- - -	-	:	1 1.7 100.0	-	-	- - -

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INPD 011613
Custom Research

Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE



		2	(ING TI		(NOR	NG FREG	ONAL)	SMOKE		OFTEN	TOBA	IONAL	ACE	OE SMO	NED	TRADI -TION -AL TOB-	TOB-		AURANT /CIGAR BAR/	
	TOTAL PRE- MIUM	OR LESS	YEARS	11 OR MORE YEARS	PER WEEK	WEEK	WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	===== 18-34	35-54	55+	ACCO SHOP	ACCO OUTLET	DIS-	CLUB/	MAIL ORDER
Base: Total Respondents		101 100.0 24.8		100.0		50 100.0 12.3				28 100.0 6.9	144 100.0 35.3						60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
0640 AUSTIN-SAN MARCOS, TX	2 0.5 100.0	-	0.5 50.0			1 2.0 50.0	-	- - -		- - -	- -	2 0.8 100.0	0.6 50.0	1 0.5 50.0	-		- - -	- - -	-	-
0680 BAKERSFIELD, CA	0.2 100.0	1 1.0 100.0	- - -	-	- - -	- - -	-	-	- - -	- - -	1 0.7 100.0	- - -	0.6 100.0	-	•	0.4 100.0	- - -	-	-	-
0720 BALTIMORE, MD	18 4.4 100.0	3.0		5.8					1 6.3 5.6	- - -	5 3.5 27.8	13 4.9 72.2	7 4.0 38.9	10 5.1 55.6	1 2.7 5.6		- - -	1 3.7 5.6	-	7.7 22.2
0760 BATON ROUGE, LA	0.2 100.0		- - -	- - -	-	- - -	-	- -	- -	- - -	-	0.4 100.0		-	-	0.4 100.0	-	- -	-	-
0875 BERGEN-PASSAIC, NJ	7 1.7 100.0		0.5		1 1.0 14.3			2.5 28.6	1 6.3 14.3	-	2 1.4 28.6	5 1.9 71.4	-	7 3.6 100.0	-		-	1 3.7 14.3	- -	1 1.9 14.3
0880 BILLINGS, MT	1 0.2 100.0	-	0.5 100.0	-	1 1.0 100.0		- - -	- - -	- - -	- - -	0.7 100.0	•	0.6 100.0	-	-	-	1 1.7 100.0	-	- -	- - -
0960 BINGHAMTON, NY	1 0.2 100.0	-	0.5 100.0	-	-	-	-	1 1.3 100.0		-	0.7 100.0	- - -	- - -	0.5 100.0	-	-	-	3.7 100.0	-	-

STORE PURCHASE CIGARS AT MOST OFTEN

																=====	======	=====	======	=====
			KING T		(NO	NG FREG	ONAL)	r	IGAR BI	DAND	US	SE FIONAL				TRADI		CERY/	REST- AURANT	
	TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOKI	ED MOST	T OFTEN	TOB/ PROD	ACCO DUCTS	=====	OF SMC		-TION -AL TOB-	TOB- ACCO	VENI- ENCE/	SPORT	MAIL
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	ИO	18-34	35-5/	551	CHUD	OUTLET	COLINIT		
Base: Total Respondents	408 100.0	101 100.0	186 100.0	121 100.0	105 100.0	50	60 100.0	80 100.0	16 100.0	28 100.0	144 100.0	264 100.0	174 100.0	195	37	233 100.0	60	27	100.0	52 100.0 12.7
1000 BIRMINGHAM, AL	0.2 100.0		0.5 100.0	- - -	-		1 1.7 100.0	- - -	-	-	- -	0.4 100.0	1 0.6 100.0	-		0.4 100.0	-	-	-	-
1080 BOISE CITY, ID	0.5 100.0	1 1.0 50.0	- - -	0.8 50.0	1 1.0 50.0	-	-	1 1.3 50.0	-	-	1 0.7 50.0	1 0.4 50.0	2 1.1 100.0	:	-	- - -	1 1.7 50.0	-	-	
1120 BOSTON, MA-NH	0.5 100.0		1 0.5 50.0	-	- - -	-	- -	1 1.3 50.0	-		2 1.4 100.0	-	1 0.6 50.0	1 0.5 50.0	- - -	2 0.9 100.0		- -	- - -	- - -
1125 BOULDER-LONGMONT, CO	1 0.2 100.0		-	-	1 1.0 100.0	- - -		1 1.3 100.0	-	-	0.7 100.0		1 0.6 100.0	-	-	-	1 1.7 100.0	-	-	- -
1200 BROCKTON, MA	0.2 100.0	-	0.5 100.0	-	-	- -	-		- - -	-	-	1 0.4 100.0	1 0.6 100.0	-	•	1 0.4 100.0	-	-		- - -
1280 BUFFALO-NIAGRA FALLS, NY	2 0.5 100.0	1 1.0 50.0	0.5 50.0		1 1.0 50.0	1 2.0 50.0	-		-	- - -	2 1.4 100.0		0.6 50.0	0.5 50.0	- - -	2 0.9 100.0	-	-	-	
1400 CHAMPAIGN-URBANA, IL	0.2 100.0	-	-	0.8 100.0	1 1.0 100.0	-	• •	-	- -	-	- - -	0.4 100.0	-	0.5 100.0	-	-	- - -	-	1 16.7 100.0	- - -

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Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE



		2	CING TI	=====	1 OR OR LESS 2-3 4+ EE PER PER PER					T OFTEN	TOBA	IONAL	405	05 640	מערה	TRADI -TION -AL	тов-	CON- VENI-	AURANT /CIGAR BAR/	
	PRE-	YEARS OR LESS			PER	PER WEEK	PER	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	OF SMO ====== 35-54 =====	55+	ACCO SHOP	ACCO OUTLET	COUNT	CLUB/	MAIL ORDER
Base: Total Respondents				121 100.0 29.7					16 100.0 3.9					195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
1440 CHARLESTON-NORTH CHARLESTON, SC	0.2 100.0	-	0.5 100.0		- - -	1 2.0 100.0	- - -	- - -	•	- - -	0.7 100.0	- - -	0.6 100.0	-	-	0.4 100.0		-	- - -	-
1480 CHARLESTON, WV	0.2 100.0	-	- - -	0.8 100.0	-	-	-	1 1.3 100.0	- - -	- - -	· -	1 0.4 100.0	- -	0.5 100.0	- - -	0.4 100.0		- - -	- - -	- -
1520 CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	3 0.7 100.0		0.5		,						0.7 33.3		3 1.7 100.0	-	- - -	0.9 66.7	1.7		- - -	- - -
1560 CHATTANOOGA, TN-GA	0.5 100.0	-	2 1.1 100.0	-	-	1 2.0 50.0				-	1 0.7 50.0		0.6 50.0		-	:		-	- - -	- - -
1600 CHICAGO, IL	16 3.9 100.0	3.0	3.8		3.8				-			11 4.2 68.8	7 4.0 43.8		5 13.5 31.3	3.0	3.3	7.4	16.7	
1620 CHICO-PARADISE, CA	0.2 100.0	-	0.5 100.0		-	-	-	1 1.3 100.0		-	-	0.4 100.0	0.6 100.0		-	0.4 100.0	-	-	- -	
1640 CINCINNATI, OH-KY-IN	6. 1.5 100.0	3.0	1.6	, -	1.9 33.3	-	- - -	1 1.3 16.7	-	1 3.6 16.7		1.5		2.1	-	4 1.7 66.7	•	1 3.7 16.7		1 1.9 16.7

Table 203 MSA

																=====	======	=====	=====	=====
			KING T		(NO	NG FRE	ONAL)		IGAR BI	ZAND		SE TIONAL				TRADI		CERY/	REST- AURANT	
	PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK ===== MACA-	ED MOS' ====== PART-	OFTEN	TOBA PROI	ACCO DUCTS	AGE	OF SMO	OKER	-TION -AL TOB- ACCO	TOB- ACCO	VENI- ENCE/	/CIGAR BAR/ SPORT CLUB/	
			YEARS					NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	100.0	100.0	28 100.0 6.9	100.0	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7			52 100.0 12.7
1680 CLEVELAND-LORAIN-ELYRIA, OH	4 1.0 100.0				1 1.0 25.0	- -	1 1.7 25.0	1 1.3 25.0		1 3.6 25.0		2 0.8 50.0	3 1.7 75.0		•	4 1.7 100.0	-	-	-	
1720 COLORADO SPRINGS, CO	0.2 100.0	-	-	0.8 100.0	- - -	-	- - -	-	• •	-	-	1 0.4 100.0	-	0.5 100.0	-	0.4 100.0		-	-	
1740 COLUMBIA, MO	0.2 100.0	- - -	0.5 100.0	- - -	-	-	-	-	-	-	0.7 100.0	-	0.6 100.0	-	-	0.4 100.0	-	- -	- - -	
1840 COLUMBUS, OH	3 0.7 100.0		-	2 1.7 66.7	-	2 4.0 66.7	-	1 1.3 33.3	:	-	2 1.4 66.7	1 0.4 33.3		3 1.5 100.0		3 1.3 100.0	- -	-	• • •	- -
1880 CORPUS CHRISTI, TX	0.5 100.0	-	0.5 50.0	0.8 50.0	-	-	1 1.7 50.0	-	-	-	-	2 0.8 100.0	0.6 50.0	- - -	1 2.7 50.0	1 0.4 50.0	-	1 3.7 50.0	- - -	-
1920 DALLAS, TX	5 1.2 100.0	2.0 40.0	1.1 40.0	0.8 20.0	-	-	3 5.0 60.0	1 1.3 20.0	- - -	-	1 0.7 20.0	4 1.5 80.0	2 1.1 40.0	3 1.5 60.0	- - -	0.9 40.0	-	3.7 20.0	- - -	2 3.8 40.0
1930 DANBURY, CT	1 0.2 100.0	- - -	-	0.8 100.0	-	-	-	- - -	-	- -	- - -	1 0.4 100.0	-	0.5 100.0	- -	-			-	1 1.9 100.0

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Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE

STORE PURCHASE CIGARS AT MOST OFTEN

																		1031 01	- (CN =======	
			CING TE		(NO	NG FREG	ONAL)	۲.	IGAR BR	· AND	US	SE TONAL				TRADI		DRUG/ GRO- CERY/		
	TOTAL	2 YEARS		11 OR	1 OR LESS		4+	SMOKE	ED MOS1	OFTEN	TOBA PROD	CCO OUCTS		OF SMC		-AL TOB-	тов-	VENI- ENCE/	BAR/ SPORT	
			3-10 YEARS	YEARS	WEEK		PER WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT	CLUB/ EVENT	ORDER
Base: Total Respondents			186 100.0 45.6				100.0				144 100.0 35.3			195 100.0 47.8		233 100.0 57.1	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
2080 DENVER, CO	5 1.2 100.0			-	3 2.9 60.0		-		-	- - -	3 2.1 60.0		2.3 80.0	1 0.5 20.0	-		1 1.7 20.0		- - -	- -
2160 DETROIT, MI	4 1.0 100.0			-	-	1 2.0 25.0			-	- - -	1 0.7 25.0	3 1.1 75.0	3 1.7 75.0	-			1 1.7 25.0	-	-	
2240 DULUTH-SUPERIOR, MN-WI	0.2 100.0	- - -		0.8 100.0	1 1.0 100.0		-	- - -	- - -	- - -	0.7 100.0	-	-	0.5 100.0	- -	- - -	- - -	3.7 100.0	-	- - -
2290 EAU CLAIRE, WI	0.2 100.0	-	0.5 100.0		- - -	- -	- - -	-	- - -	-	- - -	0.4 100.0	0.6 100.0	- - -	-	-	-	-	- - -	
2400 EUGENE-SPRINGFIELD, OR	0.2 100.0	-	0.5 100.0		-	-	1 1.7 100.0		- - -	-	0.7 100.0	-	-	0.5 100.0	- - -	-	1 1.7 100.0	-	-	•
2440 EVANSVILLE-HENDERSON, IN-KY	0.2 100.0	-	-		1 1.0 100.0		- -	- - -	- - -	-	0.7 100.0	- - -	- - -	- - -	2.7 100.0	-			- -	-
2580 FAYETTEVILLE-SPRINGDALE- ROGERS, AR	0.2 100.0	-	0.5 100.0	-	- -	-	-	-	6.3 100.0	-	-	0.4 100.0		0.5 100.0		-	- - -	- - -	-	1 1.9 100.0

Table 203 MSA

																		1051 0		
			KING T		(NO	N-SEAS	QUENCY ONAL)	r	IGAR BI	DAND		SE TIONAL				TRADI	=====	DRUG/ GRO- CERY/	REST - AURANT	=====
	PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK =====	ED MOS	T OFTEN	TOB.	ACCO	AGE	OF SM	OKER	-TION -AL TOB-	TOB- ACCO	VENI- ENCE/		MATI
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK		NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COLINT	EVENT	OPDED
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	100.0		105 100.0 25.7	50 100.0 12.3	60 100.0	80	16	28 100.0	144 100.0	264 100.0	174 100.0	195	37 100.0	233	60	27	6 100.0	52 100.0 12.7
2680 FORT LAUDERDALE, FL	4 1.0 100.0	2.0 50.0	0.5	1 0.8 25.0	1.0 25.0	1 2.0 25.0	1 1.7 25.0	-	-	- -	2 1.4 50.0	2 0.8 50.0	0.6 25.0	2 1.0 50.0	2.7	4 1.7 100.0	- -	-	-	-
2710 FORT PIERCE-PORT ST LUCIE, FL	0.2 100.0	-	0.5 100.0	-	-	-	1 1.7 100.0	-	- - -	-	-	0.4 100.0	-	-	1 2.7 100.0	-	1 1.7 100.0	-	- -	- -
2760 FORT WAYNE, IN	0.2 100.0	-	0.5 100.0	-	1 1.0 100.0	-		1 1.3 100.0	-	-	-	1 0.4 100.0	- -	0.5 100.0	-		1 1.7 100.0	-	-	-
2800 FORT WORTH-ARLINGTON, TX	4 1.0 100.0		2 1.1 50.0	2 1.7 50.0	2 1.9 50.0	-	-	-	-	-	4 2.8 100.0	-	1 0.6 25.0	3 1.5 75.0	-	3 1.3 75.0	-	- -	1 16.7 25.0	- - -
2900 GAINSVILLE, FL	0.2 100.0		0.5 100.0	-	-	1 2.0 100.0	-	-	-	-	1 0.7 100.0	-	- -	1 0.5 100.0	-	-	-	-		1 1.9 100.0
2960 GARY, IN	2 0.5 100.0	-	1 0.5 50.0	0.8 50.0	-	-	- -	1 1.3 50.0	-	-	-	0.8 100.0		2 1.0 100.0		1 0.4 50.0	-	- -	-	1 1.9 50.0
3040 GREAT FALLS, MT	1 0.2 100.0	1 1.0 100.0	- - •	- - -	- - -	-	- - -	1 1.3 100.0	-	- - -	-	1 0.4 100.0	1 0.6 100.0	- - -	-	-	1 1.7 100.0	-	-	

STORE PURCHASE CIGARS AT MOST OFTEN

	TOTAL	2 YEARS		11 OR	1 OR LESS	1-SEAS0 ====== 2-3	ONAL) ====== 4+	SMOKE	=====	OFTEN	TOB/ PROD	IONAL ACCO DUCTS		OF SMC		TRADI -TION -AL TOB-	TOB-	CON- VENI- ENCE/	AURANT /CIGAR BAR/	
	PRE- MIUM	LESS	YEARS	MORE YEARS	WEEK		PER WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET		CLUB/ EVENT	MAIL ORDER
Base: Total Respondents				121 100.0 29.7			100.0	100.0		28 100.0 6.9			174 100.0 42.6		37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
3120 GREENSBORO-WINSTON- SALEM-HIGH POINT, NC	0.2 100.0		0.5 100.0		-	•	- - -	- - -	- - -	- - -		0.4 100.0	-	1 0.5 100.0	- - -	0.4 100.0	- - -	-	-	- -
3160 GREENVILLE-SPARTANBURG- ANDERSON, SC	0.2 100.0	1.0 1.00.0	-	- - -	1 1.0 100.0	-	-	1 1.3 100.0	- -	-	- -	0.4 100.0	. - -	0.5 100.0	-	0.4 100.0	- - -	- - -	-	- - -
3240 HARRISBURG-LEBANON- CARLISLE, PA	0.5 100.0	1 1.0 50.0		0.8 50.0				-	- - -	- - -	- -	0.8 100.0	0.6 50.0	0.5 50.0		0.9 100.0	-	- -	- - -	-
3280 HARTFORD, CT	3 0.7 100.0	-	2 1.1 66.7			- -	-	- - -	6.3 33.3	- - -	-	3 1.1 100.0	0.6 33.3	2 1.0 66.7		3 1.3 100.0	- -	- - -	-	-
3360 HOUSTON, TX	4 1.0 100.0			0.8		- - -	- -	1 1.3 25.0	•	-	1 0.7 25.0	3 1.1 75.0	3 1.7 75.0	-	1 2.7 25.0		1 1.7 25.0	- -	-	-
3400 HUNTINGTON-ASHLAND, WV- KY-OH	0.2 100.0	1 1.0 100.0	-	-	-	- - -	- -	. .	- -	-	- - -	0.4 100.0	0.6 100.0	-	-	-	1 1.7 100.0	- - -	- - -	-
3440 HUNTSVILLE, AL	0.5 100.0	1 1.0 50.0	- -	0.8 50.0	- - -	- - -	- -	- - -	- -	- -	1 0.7 50.0	1 0.4 50.0	2 1.1 100.0	-	- - -	0.9 100.0	- - -	-	- - -	-

STORE PURCHASE CIGARS AT MOST OFTEN

																=====	======	=====	======	=====
	PRE-	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	(NO ==== 1 OR LESS PER WEEK	N-SEAS ===== 2-3 PER WEEK	4+ PER WEEK	SMOKI ===== MACA- NUDO	PART- AGAS	RAND T OFTEN ====== ARTURO FUENTE	ADDII TOBA PROD	NO	18-34	35-54	=====		TOB- ACCO OUTLET	CERY/ CON- VENI- ENCE/ DIS-	SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0						100.0	80 100.0 19.6	100.0					195 100.0 47.8	37 100.0 9.1	233 100.0	60	27 100.0 6.6		52 100.0 12.7
3480 INDIANAPOLIS, IN	0.5 100.0	-	1.1 100.0		- -	1 2.0 50.0	-	- - -	-	- -	1 0.7 50.0	0.4 50.0	0.6 50.0		-	0.9 100.0	-		- - -	-
3560 JACKSON, MS	0.2 100.0		0.5 100.0		-	- - -	- - -	- - -	- -		1 0.7 100.0	- - -	0.6 100.0		• •	0.4 100.0	-	-	-	-
3600 JACKSONVILLE, FL	0.2 100.0		-	-	-	-	1 1.7 100.0	- - -	-	1 3.6 100.0	-	0.4 100.0		0.5 100.0		0.4 100.0	-	-	-	-
3610 JAMESTOWN, NY	0.2 100.0		0.5 100.0		1 1.0 100.0		- -	- - -	-		-	0.4 100.0	0.6 100.0		- - -	0.4 100.0	-	- - -	-	-
3720 KALAMAZOO-BATLE CREEK, MI	1 0.2 100.0		0.5 100.0		-	-	- - -	-	-		-	0.4 100.0	0.6 100.0		-	0.4 100.0	- - -	-	- - -	- - -
3760 KANSAS CITY, MO-KS	4 1.0 100.0	-	0.5 25.0		-		-	1 1.3 25.0			- -	4 1.5 100.0	1 0.6 25.0		-		1 1.7 25.0		-	
3810 KILLEEN-TEMPLE, TX	0.2 100.0	-	0.5 100.0		1.0 1.0		- -		-	-	0.7 100.0	•	0.6 100.0	-	-	-	1 1.7 100.0	-	- - -	- - -

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INPD custom Research

Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE

STORE PURCHASE CIGARS AT MOST OFTEN

		2 YEARS		===== 11 OR	(NOR 1 OR LESS	2-3	ONAL) ====== 4+	SMOKE	=====	T OFTEN	TOB/ PROD	TIONAL ACCO DUCTS		OF SMC	KER	TRADI -TION -AL TOB-	TOB-	CON- VENI- ENCE/	AURANT /CIGAR BAR/ SPORT	
	PRE- MIUM		3-10 YEARS	MORE YEARS	PER WEEK	PER WEEK		NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35 -54	55+	SHOP	OUTLET			MAIL ORDER =====
Base: Total Respondents	408 100.0 100.0	100.0		100.0	105 100.0 25.7		100.0		100.0				174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
3840 KNOXVILLE, TN	0.5 100.0	-	1.1 100.0	-	1.9 100.0		- - -				1.4 100.0	-	1.1 100.0	-	-	0.9 100.0	- - -	- - -	- - -	-
3920 LAFAYETTE, IN	0.2 100.0	-	-	0.8 100.0		-	-	-	-		0.7 100.0		0.6 100.0	-	-	0.4 100.0	-	-	- - -	- - -
4000 LANCASTER, PA	0.2 100.0	-	0.5 100.0	-	- - -	- - -	-	-	-	-	• • •	0.4 100.0	0.6 100.0	- - -	-	0.4 100.0	-	-	- - -	- - -
4120 LAS VEGAS, NV-AZ	0.2 100.0		0.5 100.0	-	-	-	- -	- - -	6.3 100.0		-	0.4 100.0	0.6 100.0	-	-	0.4 100.0	-	-	-	-
4280 LEXINGTON, KY	0.5 100.0	-	1.1 100.0	-	1.9 100.0	-	- - -	-	- - -	-	- -	2 0.8 100.0		1.0 100.0	-	0.9 100.0	-	:	- -	- - -
4480 LOS ANGELES-LONG BEACH, CA	15 3.7 100.0	5.0	3.2	3.3	2.9	4.0	10.0	1.3	-	3.0	2.8		7 4.0 46.7		1 2.7 6.7			1 3.7 6.7	-	3 5.8 20.0
4520 LOUISVILLE, KY-IN	0.2 100.0	<u> </u>	0.5		- - -	- - -	- - -	1 1.3 100.0		-	- - -	0.4 100.0	- - -	0.5 100.0	-	0.4 100.0	-	-	- -	-

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Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE

STORE PURCHASE CIGARS AT MOST OFTEN

			KING T		(NO	N-SEAS	QUENCY ONAL)		TCAD DI	DAND		SE						CERY/	REST- AURANT		
	PRE-	2 Years Or	3-10	11 OR MORE	1 OR LESS PER WEEK	2-3	4+ PER WEEK	SMOKED MOST OFTEN			TOB/ PRO	TIONAL ACCO DUCTS	AGE OF SMOKER			4000	TOB- ACCO	VENI-	/CIGAR BAR/ SPORT CLUB/		
	MIUM =====	LESS	YEARS	YEARS				NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COUNT		MAIL ORDER =====	
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6	100.0	100.0	50 100.0 12.3	100.0	80 100.0 19.6	16 100.0 3.9		144 100.0 35.3		174 100.0 42.6	195 100.0 47.8		233 100.0 57.1	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7	
4640 LYNCHBURG, VA	1 0.2 100.0	<u>.</u> -	0.5 100.0	•	- - -	- - -	-	-	- - -	- - -		0.4 100.0	-	0.5 100.0	-	•	- - -	-	-	1 1.9 100.0	
4720 MADISON, WI	0.5 100.0	1 1.0 50.0	- - -	1 0.8 50.0	- - -	- - -	-	-	- - -	-	0.7 50.0	1 0.4 50.0	0.6 50.0	1 0.5 50.0	-	1 0.4 50.0	1 1.7 50.0	-	- - -	-	
4920 MEMPHIS, TN-AR-MS	0.5 100.0	• - •	0.5 50.0	0.8 50.0	-		- - -	- - -	-	1 3.6 50.0	-	0.8 100.0	0.6 50.0	0.5 50.0	-	1 0.4 50.0	- - -		- - -	1 1.9 50.0	
5000 MIAMI, FL	0.5 100.0	-	0.5	1 0.8 50.0	- - -	1 2.0 50.0	1 1.7 50.0	- - -	1 6.3 50.0	- - -		0.8 100.0	-	1 0.5 50.0	1 2.7 50.0	•		-	-	1 1.9 50.0	
5015 MIDDLESEX-SOMERSET- HUNTERDON, NJ	6 1.5 100.0	2.0 33.3	3 1.6 50.0	1 0.8 16.7	1 1.0 16.7	-	-	2 2.5 33.3	-	-	1 0.7 16.7	5 1.9 83.3	6 3.4 100.0	-	- - -	5 2.1 83.3		-	-	-	
5080 MILWAUKEE-WAUKESHA, WI	9 2.2 100.0	1 1.0 11.1	6 3.2 66.7	2 1.7 22.2	1 1.0 11.1	3 6.0 33.3		1 1.3 11.1	- - -	7.1 22.2	2.8 44.4	5 1.9 55.6	6 3.4 66.7	2 1.0 22.2	1 2.7 11.1	7 3.0 77.8	1 1.7 11.1		- -	-	
5120 MINNEAPOLIS-ST. PAUL, MN-WI	3 0.7 100.0	1 1.0 33.3	2 1.1 66.7	-	•		•	1 1.3 33.3	- -	1 3.6 33.3	- - -	3 1.1 100.0	-	3 1.5 100.0	-	0.9 66.7	- - -	1 3.7 33.3	-	- - -	

NPD Custom Research

STORE PURCHASE CIGARS AT MOST OFTEN -----

	TOTAL		KING TI	=====	SMOKING FREQUENCY (NON-SEASONAL) ====================================						USE ADDITIONAL TOBACCO PRODUCTS		AGE OF SMOKER			TRADI -TION -AL TOB-	TOB-	CERY/		
PRI MIU ===		OR		MORE	PER	PER WEEK	PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES NO	NO	===== 18-34	35-54	===== 55+	ACCO SHOP	ACCO OUTLET	DIS- COUNT	CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0				105 100.0 25.7			80 100.0 19.6	16 100.0 3.9	28 100.0 6.9	144 100.0 35.3						60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
5190 MONMOUTH-OCEAN, NJ	0.2 100.0	-	-	0.8 100.0	- - -	1 2.0 100.0	- - -	- -	6.3 100.0	- - -	1 0.7 100.0	• •	- - -	0.5 100.0	-	0.4 100.0	- - -	-	- - -	-
5360 NASHVILLE, TN	0.2 100.0		0.5 100.0		1 1.0 100.0	-	-	1 1.3 100.0	-	- - -	0.7 100.0	- -	0.6 100.0	-	- - -	-	1 1.7 100.0	 -	-	- -
5380 NASSAU-SUFFOLK, NY	9 2.2 100.0	•	5 2.7 55.6	3.3	1.0	- - -	1 1.7 11.1		1 6.3 11.1	1 3.6 11.1	2 1.4 22.2	7 2.7 77.8	2 1.1 22.2	5 2.6 55.6	2 5.4 22.2	6 2.6 66.7		- - -	- - -	3.8 22.2
5480 NEW HAVEN-MERIDEN, CT	0.2 100.0	-	0.5 100.0		-	-	-	1 1.3 100.0	- - -	-	0.7 100.0	-		0.5 100.0	-	-	1 1.7 100.0	-	- - -	- -
5560 NEW ORLEANS, LA	0.2 100.0	-	0.5 100.0	-	-	1 2.0 100.0		-	-	1 3.6 100.0	- - -	0.4 100.0	0.6 100.0	- - -	-	-	1 1.7 100.0	- - -	-	-
5600 NEW YORK, NY	12 2.9 100.0	2.0	3.8		2.9	2.0		5.0		1 3.6 8.3	1 0.7 8.3	11 4.2 91.7	2.3 33.3	5 2.6 41.7	5.4 16.7	2.1	3.3	3.7	1 16.7 8.3	1 1.9 8.3
CONFIDENTIAL Under Protective Or INPD 011624 NPD Custom Research	6 1.5 100.0	1.0		2.5	1.0					-	3 2.1 50.0	3 1.1 50.0	2 1.1 33.3	4 2.1 66.7	-	6 2.6 100.0	-	- -		:
CONFIDENTIAL Under Protective Order INPD 011624 Research Research NPD Custom Research					Proj	ect Y4	VX007-	·1 -	GENERA	L CIGAR	ATTIT	JDE AN	D USAG	E						

Table 203 MSA

																		A	1051 0		
				KING T	ENURE	(NO	NG FREG	ONAL)	c	IGAR BI	RAND	US ADD I	SE FIONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT	
		TOTAL PRE-	2 YEARS OR		11 OR	1 OR LESS	2-3	4+	SMOK	ED MOS	OFTEN	TOB/ PRO	ACCO DUCTS	AGE	OF SMC	KER	-AL TOB-	TOB-	VENI- ENCE/	SPORT	
				YEARS		PER WEEK	PER WEEK	PER WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET	DIS- COUNT	EVENT	ORDER
Base: Total Respondents	S	408 100.0 100.0			100.0	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	80 100.0 19.6	16 100.0 3.9	28 100.0 6.9			174 100.0 42.6	195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
5660 NEWBURGH, NY-PA		0.2 100.0	- - -	0.5 100.0	- - -	- - -	- - -	1 1.7 100.0	-	- - -	1 3.6 100.0	-	1 0.4 100.0	0.6 100.0			1 0.4 100.0	- - -	-		-
5720 NORFOLK-VIRGINIA NEWPORT NEWS, VA-NC	BEACH-	3 0.7 100.0	2.0 66.7	-	0.8 33.3		-	- - -	1 1.3 33.3	-	-	1 0.7 33.3	2 0.8 66.7	2 1.1 66.7	- - -	1 2.7 33.3	0.4 33.3	1 1.7 33.3	-	-	1 1.9 33.3
5775 OAKLAND, CA		0.5 100.0	- - -	0.5 50.0	1 0.8 50.0	1 1.0 50.0	-	1 1.7 50.0	- -	- -	-	-	0.8 100.0	1 0.6 50.0	0.5 50.0		-	1 1.7 50.0	-	-	1 1.9 50.0
5800 ODESSA-MIDLAND, T	x	0.2 100.0	- - -	0.5 100.0	-	- - -	1 2.0 100.0	- - -	- -	-	- - -	1 0.7 100.0	-	-	0.5 100.0	-	•	- - -	- -	- - -	-
5880 OKLAHOMA CITY, OK	(0.2 100.0	1 1.0 100.0	-	-	- -	- -	-	-		- - -	0.7 100.0	-		0.5 100.0	-	-	1 1.7 100.0	-	-	-
5910 OLYMPIA, WA		1 0.2 100.0	- - -	1 0.5 100.0	-	-	-	- - -	-	-		0.7 100.0	-	1 0.6 100.0	-	- - -	-	-		1 16.7 100.0	- -
5920 OMAHA, NE-IA	ני	0.2 100.0	•	1 0.5 100.0	-	• • •	- - -	- - -	1 1.3 100.0	- -	-		0.4 100.0	1 0.6 100.0	- - -		1 0.4 100.0	- - -	-	- - -	
NPD Custom Research	CONFIDENTIAL Under Protective Order					Proje	ect Y4\	/x007- <i>*</i>	1 - (GENERAL	. CIGAR	ATTITU	JDE ANE	USAGE							



			KING T	ENURE	(NOI	NG FREG	ONAL)	۲.	IGAR BI	PAND	US	SE TONAL				TRADI			REST- AURANT /CIGAR	
	PRE- MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	SMOKE =====: MACA- NUDO	ED MOST PART- AGAS	T OFTEN ARTURO FUENTE	TOBA PROD ====== YES	CCO OUCTS ===== NO	18-34	35-54	55+	-AL TOB- ACCO SHOP	TOB- ACCO OUTLET	VENI- ENCE/ DIS- COUNT	BAR/ SPORT CLUB/	MAIL ORDER
Base: Total Respondents		101 100.0 24.8		100.0	105 100.0 25.7		60 100.0 14.7			100.0	144 100.0 35.3			100.0	37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
5945 ORANGE COUNTY, CA	0.2 100.0		0.5 100.0		1 1.0 100.0	-	- - -	-	-		-	1 0.4 100.0	- - -	0.5 100.0	-	-	1 1.7 100.0	-	- - -	-
5960 ORLANDO, FL	4 1.0 100.0		3 1.6 75.0	-	2 1.9 50.0		1 1.7 25.0	- - -	-	- - -		4 1.5 100.0	1.1 50.0	2 1.0 50.0	-	3 1.3 75.0	1 1.7 25.0	-	- - -	- -
6120 PEORIA-PEKIN, IL	1 0.2 100.0	1 1.0 100.0	-		1 1.0 100.0	- - -	- -	- - -	-	- - -	- - •	0.4 100.0	0.6 100.0	-	-	0.4 100.0	-	- - -	-	- - -
6160 PHILADELPHIA, PA-NJ	9 2.2 100.0	1.0			2 1.9 22.2	- -	- -	6 7.5 66.7	- - -		2.8 44.4	5 1.9 55.6	2 1.1 22.2	6 3.1 66.7	1 2.7 11.1	3 1.3 33.3	4 6.7 44.4	- - -	1 16.7 11.1	1 1.9 11.1
6200 PHOENIX-MESA, AZ	3 0.7 100.0		0.5		1 1.0 33.3	-	- - -	- - -	- -	-	0.7 33.3	2 0.8 66.7	1.1 66.7	1 0.5 33.3	- - -	3 1.3 100.0	- - -	-	-	- -
6240 PINE BLUFF, AR	1 0.2 100.0		- - -	0.8 100.0		- - -	- - -	- - -	- -	1 3.6 100.0	0.7 100.0	:	0.6 100.0		-	0.4 100.0	-	- -	- - -	- - •
6280 PITTSBURGH, PA	6 1.5 100.0	3.0	0.5		2 1.9 33.3		1 1.7 16.7	2.5 33.3	- - -	1 3.6 16.7	4 2.8 66.7	2 0.8 33.3	4 2.3 66.7	1.0 33.3	-		- - -	1 3.7 16.7	- - -	1 1.9 16.7

Table 203 MSA

STORE PURCHASE CIGARS
AT MOST OFTEN

																=====	Z=====	=====		
			KING T		(NO	NG FRE N-SEAS	ONAL)		104B B			SE				TRADI		DRUG/ GRO-	REST-	
	TOTAL	2 YEARS			1 OR LESS		- 	SMOK		RAND TOFTEN	TOB	TIONAL ACCO DUCTS	AGE	OF SM	OKED	-TION -AL TOB-	TOB-	VENI-	/CIGAR BAR/ SPORT	
	PRE- MIUM	OR LESS	YEARS	MORE YEARS	WEEK	PER WEEK	PER WEEK	NUDO	AGAS	ARTURO FUENTE	YES	NO	19.7/	=====: 76_6/	=====	ACCO	ACCO	DIS-	CLUB/	
Base: Total Respondents	408 100.0	101 100.0	186	121 100.0	105 100.0	50 100.0	60 100.0	80 100_0	16 100.0	28 100.0	144 100.0	264 100.0	174 100.0		37 100.0	233 100.0	60 100.0 14.7	27 100.0	6 100.0	52
6440 PORTLAND-VANCOUVER, OR- WA	0.2 100.0		:		1 1.0 100.0	- - -	- •	- - -	-	- - -		1 0.4 100.0	1 0.6	- - -	-	1 0.4 100.0	-	-	-	-
6480 PROVIDENCE-FALL RIVER- WARWICK, RI-MA	0.2 100.0	-	0.5 100.0	- - -	-	-	-	-	- - -	-		0.4 100.0	0.6 100.0	-	-	-	1 1.7 100.0	- -	-	
6640 RALEIGH-DURHAM-CHAPEL HILL, NC	0.5 100.0	1 1.0 50.0	-	0.8 50.0	1 1.0 50.0	-	- - -	1 1.3 50.0	-	-	2 1.4 100.0	-	1 0.6 50.0	1 0.5 50.0	-	1 0.4 50.0		1 3.7 50.0	-	- - -
6680 READING, PA	1 0.2 100.0	:	0.5 100.0	-	- - -	1 2.0 100.0	-	- - -	- - -	1 3.6 100.0	0.7 100.0	-	1 0.6 100.0	-	- - -	1 0.4 100.0		-	-	- - -
6690 REDDING, CA	0.5 100.0	-	2 1.1 100.0	-	1 1.0 50.0	-	1 1.7 50.0	- -	- -	- - -	- - -	2 0.8 100.0	-	2 1.0 100.0	-	1 0.4 50.0	-	-	- - -	1 1.9 50.0
6720 RENO, NV	0.2 100.0	- -	:	1 0.8 100.0	- - -		-	•	-	1 3.6 100.0	- - -	1 0.4 100.0	-	-	1 2.7 100.0	-	-	- •	-	1 1.9 100.0
6780 RIVERSIDE-SAN BERNARDINO, CA	5 1.2 100.0	4 4.0 80.0	0.5 20.0	-	3 2.9 60.0	-	- -	1 1.3 20.0	-	• •	2 1.4 40.0	3 1.1 60.0	1 0.6 20.0	4 2.1 80.0	- -	1 0.4 20.0	1 1.7 20.0	1 3.7 20.0	-	2 3.8 40.0

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Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE

Table 203 MSA

STORE PURCHASE CIGARS AT MOST OFTEN

	TOTAL	2	CING T	=====	(NOI ===== 1 OR		ONAL)	SMOKI		T OFTEN	TOBA	IONAL	A .C.F.	OF SW		TRADI -TION -AL TOB-	тов-	CERY/ CON- VENI-	REST- AURANT /CIGAR BAR/ SPORT	
	TOTAL PRE- MIUM	OR LESS		11 OR MORE YEARS	PER WEEK	2-3 PER WEEK =====	4+ PER WEEK =====	MACA-	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+	ACCO	ACCO OUTLET	DIS-	CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0			121 100.0 29.7							144 100.0 35.3			195 100.0 47.8		233 100.0 57.1	100.0	27 100.0 6.6		52 100.0 12.7
6840 ROCHESTER, NY	4 1.0 100.0	-	2 1.1 50.0		-	-	1 1.7 25.0		-	- - -	-	4 1.5 100.0	0.6 25.0	3 1.5 75.0	-	0.9 50.0	-	7.4 50.0	-	
6880 ROCKFORD, IL .	0.2 100.0	- - -	0.5 100.0		1 1.0 100.0		-	-	- - -	- -	0.7 100.0	- - -	0.6 100.0	- - -	-	0.4 100.0				:
6920 SACRAMENTO, CA	0.5 100.0	1 1.0 50.0			- -	- - -	-	-	-	-	-	0.8 100.0		1.0 100.0	-	0.9 100.0	-	-	-	-
6980 ST. CLOUD, MN	1 0.2 100.0		- - -	0.8 100.0		1 2.0 100.0	-	1 1.3 100.0		- -	-	0.4 100.0		0.5 100.0		0.4 100.0	-	- - -	-	-
7040 ST. LOUIS, MO-IL	3 0.7 100.0	-	1.1 66.7	0.8				- - -	- - -	7.1 66.7	0.7		-	3 1.5 100.0	-	1.3 100.0	-	-	- -	•
7080 SALEM, OR	1 0.2 100.0		- -	0.8 0.00		- - -	1 1.7 100.0		-	-	-	0.4 100.0		-	2.7 100.0		-	-	- - -	1 1.9 100.0
7120 SALINAS, CA	1 0.2 100.0		0.5 100.0	, -	-	2.0 100.0		- - -	- - -	-	0.7 100.0		0.6 100.0		-	0.4 100.0		-	-	•

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CUSTON CONTROL CONT

Table 203 MSA

																=====	^	======		
		SMOKING TENURE			(NO	N-SEAS		С	IGAR BI	RAND		SE TIONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
	PRE-	YEARS OR	3-10	MORE	1 OR LESS PER	PER	4+ PER	MACA-	=====: PART-	T OFTEN	TOB/ PROI	ACCO DUCTS	=====	OF SMC	=====	-AL TOB- ACCO	TOB- ACCO	VENI- ENCE/		
	=====	===== FE99	TEARS	**************************************	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO =====	18-34	35-54 =====	55+ =====	SHOP	OUTLET	COLUM	EMENT	00000
Base: Total Respondents	408 100.0 100.0	101 100.0	186 100.0	121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16 100.0	28 100.0	144 100.0	264 100.0	174 100.0		37	233 100.0	60	27 100.0	6 100.0	52
7160 SALT LAKE CITY-OGDEN, UT	0.2 100.0		1 0.5 100.0		- - -	- - -	- - -	- - -	- -	-	- -	1 0.4 100.0	0.6 100.0	-	-	- - -	1 1.7 100.0	- •	-	- - -
7240 SAN ANTONIO, TX	1.0 100.0	1 1.0 25.0	2 1.1 50.0	0.8 25.0	• •	1 2.0 25.0	-	1 1.3 25.0	-	1 3.6 25.0	0.7 25.0	3 1.1 75.0	1 0.6 25.0	3 1.5 75.0	-	3 1.3 75.0	1 1.7 25.0	-	-	-
7320 SAN DIEGO, CA	7 1.7 100.0		5 2.7 71.4		2 1.9 28.6	2 4.0 28.6	2 3.3 28.6	3 3.8 42.9	- -	- - -	2.8 57.1	3 1.1 42.9	3 1.7 42.9	2.1 57.1	-	4 1.7 57.1	2 3.3 28.6	-	-	- -
7360 SAN FRANCISCO, CA	0.7 100.0		3 1.6 100.0	-	1 1.0 33.3	-	- - -	-	-	- -	2 1.4 66.7	1 0.4 33.3	2 1.1 66.7	-	1 2.7 33.3		-	1 3.7 33.3	-	-
7400 SAN JOSE, CA	2.0 100.0	1 1.0 12.5	3 1.6 37.5	3.3 50.0	3 2.9 37.5	2 4.0 25.0	2 3.3 25.0	1 1.3 12.5	-		2 1.4 25.0	6 2.3 75.0	3 1.7 37.5	2.1 50.0	1 2.7 12.5	7 3.0 87.5	-	-	-	- - -
7480 SANTA BARBARA-SANTA MARIA LOMPOC, CA	0.2 100.0		0.5 100.0	- - -	1 1.0 100.0	-	- - -	1 1.3 100.0	-	- - -	- -	0.4 100.0	- - -	0.5 100.0	• - -	- -	-	- -	-	
7520 SAVANNAH, GA	1 0.2 100.0	1 1.0 100.0	-	- - -	1 1.0 100.0	- - -	:	-	-	- -	0.7 100.0	- -	0.6 100.0	- -	- - -	1 0.4 100.0	- - -	-	-	- - -

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Table 203 MSA

STORE PURCHASE CIGARS AT MOST OFTEN

		2	CING TI	=====	(NO! =====: 1 OR		ONAL) =====	SMOKE		OFTEN	TOBA	IONAL				TRADI -TION -AL		CON- VENI-	AURANT /CIGAR BAR/	
	TOTAL PRE- MIUM =====	OR	3-10 YEARS		LESS PER WEEK	PER	4+ PER WEEK =====	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	35-54	55+		TOB- ACCO OUTLET		CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0			100.0			100.0	80 100.0 19.6	100.0	28 100.0 6.9				195 100.0 47.8	37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
7560 SCRANTON-WILKES-BARRE- HAZELTON, PA	0.2 100.0		0.5 100.0		-	1 2.0 100.0		- - -		-	0.7 100.0		-	0.5 100.0	-	0.4 100.0	- - -	- - -	- - -	-
7600 SEATTLE-BELLEVUE- EVERETT, WA	1 0.2 100.0		- - -	0.8 100.0	-	-	-	-	-	- - -	-	0.4 100.0	-	0.5 100.0	- - -	-	-	1 3.7 100.0	-	
7800 SOUTH BEND, IN	0.2 100.0	-	-	0.8 100.0	-	1 2.0 100.0		-	- - -	- - -	- - -	0.4 100.0	<u>.</u> -	0.5 100.0	-	- - -	- - -	-	-	- -
7840 SPOKANE, WA	0.5 100.0	1.0		-	2 1.9 100.0	-	- - -	-	-	-	1 0.7 50.0		1 0.6 50.0	1 0.5 50.0	-	-	3.3 100.0	-	-	-
7880 SPRINGFIELD, IL	0.2 100.0		- - -	1 0.8 100.0		- - -	-	-	-	-	0.7 100.0		-	0.5 100.0	-	-	- -	-	-	1 1.9 100.0
8120 STOCKTON-LODI, CA	0.2 100.0	•		. <u>-</u>	1 1.0 100.0		- - -	- - -	-	- - -	0.7 100.0		0.6 100.0	- - -	-	0.4 100.0		-	- -	- -
8160 SYRACUSE, NY	1 0.2 100.0	1 1.0 100.0		- -	- -	. <u>-</u>	-	- -	- - -	-	- - -	0.4 100.0	- - -	0.5 100.0	-	0.4 100.0	-	- - -	-	-

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Table 203 MSA

			KING TI	ENURE	(NOI	NG FREG	ONAL)	c	IGAR BI	RAND	US ADD I 1	SE TIONAL				TRADI			REST- AURANT /CIGAR	
	PRE-	2 YEARS OR LESS		11 OR MORE YEARS	PER	PER	4+ PER WEEK	MACA-	PART-	T OFTEN ARTURO FUENTE	=====	OUCTS	=====	OF SMC	=====	ACCO	TOB- ACCO OUTLET		SPORT CLUB/	MAIL
	=====																=====		=====	
Base: Total Respondents				100.0	105 100.0 25.7			80 100.0 19.6	16 100.0 3.9	28 100.0 6.9		264 100.0 64.7		100.0		233 100.0 57.1	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
8200 TACOMA, WA	1 0.2 100.0	1 1.0 100.0	- - -	- - -	1 1.0 100.0	- -	-	- - -	-		-	1 0.4 100.0	0.6 100.0	-	- -	1 0.4 100.0	- - -	- -	- - -	- -
8280 TAMPA-ST. PETERSBURG- CLEARWATER, FL	4 1.0 100.0				2 1.9 50.0		1 1.7 25.0	1 1.3 25.0	-		1 0.7 25.0	3 1.1 75.0	1 0.6 25.0	2 1.0 50.0	1 2.7 25.0	1 0.4 25.0	1 1.7 25.0	7.4 50.0	-	- - -
8400 TOLEDO, OH	1 0.2 100.0	-	- -	0.8 100.0	- -	-	-	- - -	-	- - -	0.7 100.0	-	-	0.5 100.0	-	-	:	-	- - -	1 1.9 100.0
8520 TUCSON, AZ	0.5 100.0	2.0 100.0	-	- - -	1 1.0 50.0	1 2.0 50.0	-	1 1.3 50.0	-	- - -		0.8 100.0	1 0.6 50.0	-	1 2.7 50.0	2 0.9 100.0		-	:	- -
8560 TULSA, OK	1 0.2 100.0	-	0.5 100.0	•	-	-	1 1.7 100.0	- - -	-	- - -	-	0.4 100.0		0.5 100.0		0.4 100.0	- - -	- - -	-	- - -
8680 UTICA-ROME, NY	1 0.2 100.0	- -	- -	0.8 100.0	1 1.0 100.0	-	-	- - -	-	- - -	0.7 100.0	-	-	-	1 2.7 100.0	-	:	1 3.7 100.0	-	- -
8735 VENTURA, CA	2 0.5 100.0	1 1.0 50.0	- - -	1 0.8 50.0	1 1.0 50.0	-	- - -	- - -	- -	1 3.6 50.0	-	2 0.8 100.0	1 0.6 50.0	1 0.5 50.0	-	2 0.9 100.0	- - -	- - -	-	- -

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Table 203 MSA

STORE PURCHASE CIGARS AT MOST OFTEN

		=====	(ING TE		(NOI	NG FREG	DNAL)		IGAR BE			IONAL				TRADI -TION		DRUG/ GRO- CERY/ CON-	REST- AURANT /CIGAR	=====
	PRE-	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	PER	2-3 PER WEEK	4+ PER WEEK	MACA-	PART-	OFTEN ====== ARTURO FUENTE	=====	OUCTS	=====	OF SMC	=====	-AL TOB- ACCO SHOP	TOB- ACCO OUTLET		SPORT CLUB/	MAIL ORDER
	=====	=====	=====							=====			=====		=====		=====		=====	=====
Base: Total Respondents	408 100.0 100.0		186 100.0 45.6	121 100.0 29.7			60 100.0 14.7	80 100.0 19.6	16 100.0 3. 9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7		195 100.0 47.8	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
8800 WACO, TX	0.2 100.0	-	0.5 100.0	- - -	1 1.0 100.0	- - -	-	- -	- - -	- -	0.7 100.0	- - -	- - -	- -	1 2.7 100.0	0.4 100.0	- - -	- - -	- - -	-
8840 WASHINGTON, DC-MD-VA-WV	12 2.9 100.0	2.0 16.7	3 1.6 25.0	7 5.8 58.3	- - -	2 4.0 16.7	-	5 6.3 41.7	1 6.3 8.3	- - -	5 3.5 41.7	7 2.7 58.3	2 1.1 16.7	8 4.1 66.7	2 5.4 16.7	8 3.4 66.7	-	- - -	-	3 5.8 25.0
8960 WEST PALM BEACH-BOCA RATON, FL	0.2 100.0	1 1.0 100.0	-	- - -	- - -	- - -	- - -	1 1.3 100.0	-	-	- - -	0.4 100.0	-	0.5 100.0	- - -	0.4 100.0	-	- - -	-	-
9000 WHEELING, WV-OH	0.2 100.0	- - -	0.5 100.0	- - -	- - -	- - -	1 1.7 100.0	-	- -	- - -	- -	0.4 100.0	0.6 100.0	-	-	-	1 1.7 100.0	-	-	-
9280 YORK, PA	0.2 100.0		0.5 100.0	-	-	- -	1 1.7 100.0	-	-	- - -	0.7 100.0	-	0.6 100.0	-	-	0.4 100.0	-	- - -	-	- -
NOT INDICATED	52 12.7 100.0	14.9				5 10.0 9.6		5 6.3 9.6		3 10.7 5.8	21 14.6 40.4	31 11.7 59.6	21 12.1 40.4	25 12.8 48.1	5 13.5 9.6	26 11.2 50.0	11 18.3 21.2	7.4 3.8	-	11 21.2 21.2
CONFIDENTIAL Under Protective Order INPD 011632 Research NPD Custom Research	408 100.0 100.0	100.0	186 100.0 45.6						100.0			264 100.0 64.7	174 100.0 42.6		37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
NPD Custom Research					Proj	ect Y4	vx007-	1 -	GENERA	L CIGAR	ATTIT	UDE ANI) USAGE	Ē						

STORE PURCHASE CIGARS AT MOST OFTEN

		2	KING TI		(NOI ===== 1 OR		ONAL)	SMOKE		r OFTEN	TOB/	IONAL				TRADI -TION -AL		CERY/ CON- VENI-	-	
		OR LESS	YEARS	11 OR MORE YEARS	PER Week	2-3 PER WEEK	4+ PER WEEK	MACA-	PART- AGAS	ARTURO FUENTE	YES	NO	=====	OF SM0	=====	ACCO	TOB- ACCO OUTLET		CLUB/	MAIL ORDER
Base: Total Respondents	408	101 100.0	186	121 100.0	105 100.0	50 100.0	60	80 100.0	16	28	144 100.0	264		195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
Northeast Region	124 30.4 100.0				22 21.0 17.7	12 24.0 9.7	15 25.0 12.1	35 43.8 28.2	6 37.5 4.8	5 17.9 4.0	38 26.4 30.6	86 32.6 69.4	45 25.9 36.3	67 34.4 54.0	11 29.7 8.9	76 32.6 61.3	12 20.0 9.7	9 33.3 7.3	33.3 1.6	
(532) - Albany-Schenectady- Troy, NY	4 1.0 100.0	- -	1 0.5 25.0		1 1.0 25.0	-	2 3.3 50.0				2 1.4 50.0	0.8 50.0	-	2 1.0 50.0	2 5.4 50.0	1 0.4 25.0	1 1.7 25.0	-	-	1 1.9 25.0
(537) - Bangor, ME	0.2 100.0	- - -	0.5 100.0	-	-	-	-	-	-	-	-	0.4 100.0	-	1 0.5 100.0	-	-	:	-	- - -	1 1.9 100.0
(512) - Baltimore, MD	18 4.4 100.0	3.0 16.7	4.3		7 6.7 38.9	1 2.0 5.6	3 5.0 16.7	3 3.8 16.7	1 6.3 5.6		5 3.5 27.8	13 4.9 72.2	7 4.0 38.9	10 5.1 55.6	1 2.7 5.6	12 5.2 66.7	-	1 3.7 5.6	-	
(502) - Binghamton, NY	0.5 100.0	-	1 0.5 50.0	1 0.8 50.0	-	- - -	-	1 1.3 50.0	-	- - -	1 0.7 50.0	1 0.4 50.0		1.0 100.0	- -	1 0.4 50.0	-	1 3.7 50.0	-	-
(506) - Boston, MA	4 1.0 100.0	1 1.0 25.0		- -	- - -	- - -	- - -	1 1.3 25.0	-	- - -	2 1.4 50.0	2 0.8 50.0	3 1.7 75.0	1 0.5 25.0	- - -	4 1.7 100.0	- - -	- - -	- - -	- - -
(514) - Buffalo, NY	3 0.7 100.0		2 1.1 66.7	-	2 1.9 66.7	1 2.0 33.3	-	-	-	- - -	2 1.4 66.7	1 0.4 33.3	2 1.1 66.7	0.5 33.3		3 1.3 100.0	- - -	- - -	-	-

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																		1031 0	- 1 CN	
			KING TI		(NOI	NG FREG	ONAL)	c.	IGAR B	RAND	US ADD I I	SE TONAL				TRADI		DRUG/ GRO- CERY/		
	TOTAL PRE- MIUM	2 YEARS OR		11 OR MORE	1 OR LESS PER	2-3 PER WEEK	4+ PER	SMOKE =====: MACA- NUDO	ED MOS ====== PART- AGAS	T OFTEN ====== ARTURO FUENTE	PROD PROD PROD YES	ACCO DUCTS ====== NO	18-34	35-54	55+	-AL TOB- ACCO SHOP	TOB- ACCO OUTLET	VENI- ENCE/ DIS-		
Base: Total Respondents	408 100.0	101 100.0	186 100.0 45.6	121 100.0	105 100.0	50 100.0		80 100.0	16		144 100.0	264	174 100.0	195 100.0	37	233 100.0	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
(523) - Burlington- Plattsburgh, VT	0.2 100.0		-	0.8 100.0		-	- -	-	-	- - -	-	0.4 100.0	0.6 100.0	-	- - -	0.4 100.0	- - -	-	- - -	- - -
(533) - Hartford & New Haven, CT	5 1.2 100.0		2.2 80.0				-	1 1.3 20.0	1 6.3 20.0		1 0.7 20.0	4 1.5 80.0	2 1.1 40.0	3 1.5 60.0		3 1.3 60.0	3.3 40.0	-	- - -	- - -
(566) - Harrisburg-Lancaster- Lebanon-York, PA	4 1.0 100.0			0.8		2.0 25.0	1 1.7 25.0	-	-	:	1 0.7 25.0	3 1.1 75.0	3 1.7 75.0	1 0.5 25.0		1.7 100.0	-	- - -	-	- - -
(574) - Johnstown-Altoona, PA	0.5 100.0	1.0	0.5		-	-	- - -	1 1.3 50.0		-	-	0.8 100.0	0.6 50.0	1 0.5 50.0	-	0.4		1 3.7 50.0	-	- -
(501) - New York, NY	44 10.8 100.0	6.9	10.8	14.0	6.7	8.0	7 11.7 15.9		18.8	14.3	10 6.9 22.7	34 12.9 77.3	15 8.6 34.1	24 12.3 54.5	4 10.8 9.1	27 11.6 61.4			16.7	
(504) - Philadelphia, PA	12 2.9 100.0	1.0		4.1		4.0	-	7 8.8 58.3		3.6		6 2.3 50.0		7 3.6 58.3	2.7 8.3		5 8.3 41.7	-	1 16.7 8.3	1 1.9 8.3
(500) - Portland-Auburn, ME	0.2 100.0		-	-	-	-	-	1 1.3 100.0		-	-	0.4 100.0	0.6 100.0	-	-	0.4 100.0	-	- - -	-	• •

STORE PURCHASE CIGARS AT MOST OFTEN

																	1 IX :======	1031 01		
			KING T	ENURE	(NO	NG FRE N-SEAS	ONAL)	r	IGAR B	PAND		SE TIONAL				TRADI		DRUG/ GRO- CERY/	REST- AURANT	
	TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK ===== MACA-	ED MOS ====== PART-	OFTEN	TOB/ PROI	ACCO DUCTS	AGE	OF SMO	OKER	-TION -AL TOB- ACCO	TOB- ACCO	VENI- ENCE/	SPORT	MAIL
				YEARS				NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET		EVENT	ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	186 100.0 45.6		105 100.0 25.7	50 100.0 12.3	100.0		16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8		233 100.0 57.1	60 100.0 14.7		6 100.0 1.5	52 100.0 12.7
(521) - Providence-New Bedford, RI	0.2 100.0	-	0.5 100.0	-	- -	-	- - -	-	- -	- - -	- •	0.4 100.0	0.6 100.0		-	- - -	1 1.7 100.0		-	
(538) - Rochester, NY	1.0 100.0	- - -	2 1.1 50.0	2 1.7 50.0	-	-	1 1.7 25.0	2 2.5 50.0	-	-		4 1.5 100.0	1 0.6 25.0	3 1.5 75.0	- - -	0.,	-	7.4 50.0	• -	- - -
(576) - Salisbury, MD	1 0.2 100.0	1 1.0 100.0	-	-	-	-	1 1.7 100.0	-	-	-	0.7 100.0	-	-	1 0.5 100.0	- - -		-	1 3.7 100.0	-	- -
(555) - Syracuse, NY	2 0.5 100.0	1 1.0 50.0	1 0.5 50.0	-	- -	-	-	-	-	-	-	2 0.8 100.0	1 0.6 50.0	1 0.5 50.0	- - -	0.4 50.0	1 1.7 50.0	-	-	-
(526) - Utica, NY	0.2 100.0	-	-	0.8 100.0	1 1.0 100.0		-		-	-	1 0.7 100.0	- - -		-	1 2.7 100.0	•	-	1 3.7 100.0	-	-
(511) - Washington, DC	12 2.9 100.0	2.0 16.7	3 1.6 25.0	7 5.8 58.3	-	2 4.0 16.7	-	5 6.3 41.7	1 6.3 8.3		5 3.5 41.7	7 2.7 58.3	2 1.1 16.7	8 4.1 66.7	2 5.4 16.7	8 3.4 66.7	-	-	-	3 5.8 25.0
(577) - Wilkes Barre-Scranton, PA	0.5 100.0		2 1.1 100.0	-	1 1.0 50.0	1 2.0 50.0	-	1 1.3 50.0	-	- - •	0.7 50.0	1 0.4 50.0	0.6 50.0	1 0.5 50.0	- - -	0.9 100.0		- - -	- - •	-

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NPD Custom Research

STORE PURCHASE CIGARS AT MOST OFTEN

	TOTAL	YEARS 11 OR LESS 2-3 4+ ==						SMOKE		RAND T OFTEN	TOBA	IONAL	405	OF CHE	N/ED	TRADI -TION -AL	TOD	CON- VENI-	AURANT /CIGAR BAR/	
	PRE- MIUM	OR LESS	YEARS	MORE YEARS	PER WEEK	PER	PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	YES	NO	18-34	OF SMC ====== 35-54 =====	55+	ACCO SHOP	TOB- ACCO OUTLET		CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	100.0		100.0			60 100.0 14.7		16 100.0 3.9	28 100.0 6.9	144 100.0 35.3	264 100.0 64.7		100.0	37 100.0 9.1	233 100.0 57.1	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
West Central Region	67 16.4 100.0	14.9	31 16.7 46.3			12.0	8 13.3 11.9	13 16.3 19.4	- - -		25 17.4 37.3	42 15.9 62.7	32 18.4 47.8		6 16.2 9.0	33 14.2 49.3	11 18.3 16.4	5 18.5 7.5	2 33.3 3.0	
(756) - Billings, MT	0.2 100.0		0.5 100.0		1 1.0 100.0		- - -		-	-	1 0.7 100.0	-	0.6 100.0		-	- -	1 1.7 100.0	-	- - -	- -
(637) - Cedar Rapids-Waterloo & Dubuque, IA	0.2 100.0	1 1.0 100.0	-	-	-	- - -	- -	-	-	- - -	- - -	1 0.4 100.0	0.6 100.0	-	-	- - -	-	- -	-	1 1.9 100.0
(602) - Chicago, IL	20 4.9 100.0	3.0		5.8	5 4.8 25.0		6 10.0 30.0	4 5.0 20.0	- - -	5.0	6 4.2 30.0	14 5.3 70.0	8 4.6 40.0	3.6	5 13.5 25.0	9 3.9 45.0	2 3.3 10.0	7.4 10.0	1 16.7 5.0	
(648) - Champaign & Springfield-Decatur, SC	0.5 100.0	-	-	1.7 100.0			-	-	- - -	-	0.7 50.0	1 0.4 50.0	-	1.0 100.0		-		-	1 16.7 50.0	
(752) - Colorado Springs- Pueblo, CO	0.2 100.0		-	0.8 100.0	-	-	-	-	-	:	- - -	0.4 100.0	-	0.5 100.0	•	0.4 100.0		-	- - -	- -
(604) - Columbia-Jefferson City, MO	0.5 100.0	1.0			- - -	- - -	-	- - -	-		1 0.7 50.0	1 0.4 50.0	0.6 50.0		- - -	_ ~	:	- -	- - -	1 1.9 50.0

Table 204 DMA

																	1 IA :======	MOST O		
			KING TE		(NOI	NG FRE	ONAL)	C	IGAR BF	AND	US					TRADI		DRUG/ GRO- CERY/	REST- AURANT	
	TOTAL PRE-	2 YEARS OR		11 OR	1 OR	2-3 PER	4+ PER	SMOKE	ED MOST	OFTEN ARTURO	TOBA PROD	UCTS		OF SMC		-TION -AL TOB-	TOB-	VENI- ENCE/	SPORT	
	MIUM	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	ACCO OUTLET	DIS- COUNT		MAIL ORDER
Base: Total Respondents	408 100.0 100.0		186 100.0 45.6				60 100.0 14.7	80 100.0 19.6	16 100.0 3.9	28	144	264 100.0	174 100 <i>:</i> 0	195 100.0 47.8	37	233 100.0	60	27 100.0 6.6	6	52 100.0
(751) - Denver, CO	6 1.5 100.0	4.0 66.7	1.1 33.3	- - -	4 3.8 66.7	- - -	- -	3 3.8 50.0	- - -	- - -	4 2.8 66.7	2 0.8 33.3	5 2.9 83.3	1 0.5 16.7	-	0.9 33.3	2 3.3 33.3	1 3.7 16.7	-	- - -
(676) - Duluth-Superior, MN/WI	0.2 100.0	- - -	- - -	0.8 100.0	1 1.0 100.0	- -	- - -	- - -	- - -	-	1 0.7 100.0	-	-	0.5 100.0	-	-	- - -	1 3.7 100.0	- - -	- - -
(724) - Fargo-Valley City, ND	0.2 100.0	-	0.5 100.0	-	-	-	1 1.7 100.0	-	-	-	- - -	0.4 100.0	-	0.5 100.0		-	- - -	-	-	1 1.9 100.0
(755) - Great Falls, MT	0.2 100.0	1 1.0 100.0	-	- - -	-	-	-	1 1.3 100.0	-	-	-	0.4 100.0	0.6 100.0	-	•	-	1 1.7 100.0	<u>.</u> -	-	
(616) - Kansas City, KS	1.0 100.0	-	0.5 25.0	3 2.5 75.0	-	-	-	1 1.3 25.0	- - -	-	-	4 1.5 100.0	1 0.6 25.0	3 1.5 75.0		1 0.4 25.0	1 1.7 25.0	- - -	-	1 1.9 25.0
(702) - La Crosse-Eau Claire, WI	0.2 100.0	- - -	0.5 100.0	- - -	- - -	-	-	- - -	- - -	-	- - -	0.4 100.0	0.6 100.0	- - -	- - -	- - -	:	- - -	-	- - -
(669) - Madison, WI	3 0.7 00.0	1 1.0 33.3	-	2 1.7 66.7	-	-	- - -	•	- - -	-	2 1.4 66.7	1 0.4 33.3	1 0.6 33.3	2 1.0 66.7	-	1 0.4 33.3	1 1.7 33.3	- - -	-	1 1.9 33.3
Under Protective Order INPD 011637 Custom Research NPD Custom RPD	CONFINENTIAL				Proje	ect Y4V	/x007- <i>1</i>	i - (GENERAL	CIGAR	ATTITU	DE ANC	USAGE	:						

STORE PURCHASE CIGARS
AT MOST OFTEN

	PRE- MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	(NOI ===== 1 OR LESS PER WEEK	PER WEEK	ONAL) ====== 4+ PER WEEK	SMOKI	PART-	RAND FOFTEN ====== ARTURO FUENTE	TOBA PROD	TIONAL ACCO DUCTS	=====	OF SMC	=====		TOB-	CON- VENI- ENCE/ DIS-	AURANT /CIGAR BAR/ SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0	101 100.0	186 100.0	121 100.0	105 100.0	50 100.0 12.3	60 100.0	80 100.0	16		144	264 100.0	174 100.0	195 100.0	37 100.0 9.1	233 100.0	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
(617) - Milwaukee, WI	9 2.2 100.0			2 1.7 22.2		3 6.0 33.3	- - -	1 1.3 11.1		2 7.1 22.2		5 1.9 55.6	6 3.4 66.7	2 1.0 22.2	1 2.7 11.1		1 1.7 11.1	-	- - -	-
(613) - Minneapolis-St. Paul, MN	4 1.0 100.0			1 0.8 25.0	-			2.5 50.0	-	1 3.6 25.0		4 1.5 100.0		2.1 100.0		3 1.3 75.0	- - -	1 3.7 25.0	-	- - -
(740) - North Platte, NE	0.2 100.0	- - -	-	0.8 100.0		-	-	-	-	- - -	0.7 100.0	-	0.6 100.0			1 0.4 100.0	:	-	-	- - -
(652) - Omaha, NE/IA	0.2 100.0		0.5 100.0	-	-	-	-	1 1.3 100.0		- - -	-	0.4 100.0	0.6 100.0	- - -		0.4 100.0	:	- - -	-	- - -
(632) - Paducah-Cape Girardeau-Harrisburg, IL/KY/MO	0.2 100.0		0.5 100.0	-	- -	-	-	- -	-	1 3.6 100.0		1 0.4 100.0	0.6 100.0	-	-	-	1 1.7 100.0	- - -	-	- - -
(675) - Peoria-Bloomington, IL	0.2	1 1.0 100.0	- -	-	1 1.0 100.0	- -	-	- - -	-	- - -	-	1 0.4 100.0	0.6 100.0	-		0.4 100.0		-	-	- - -
(610) - Rockford, IL	1 0.2 100.0		0.5 100.0		1 1.0 100.0	-	-	- - -		• •	0.7 100.0	-	0.6 100.0	-	-	0.4 100.0	-	-	-	-

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																=====	A I I :======	MUSI U =====		=====
			KING TI		(NO	NG FRE	ONAL)		IGAR BI	RAND T OFTEN		SE TIONAL ACCO				TRADI		DRUG/ GRO- CERY/	REST- AURANT /CIGAR	
	PRE- MIUM		YEARS		PER WEEK	2-3 PER WEEK		MACA- NUDO	PART- AGAS	ARTURO FUENTE	PROI =====: YES	OUCTS NO	18-34	35-54	===== 55+	TOB- ACCO SHOP	TOB- ACCO OUTLET	ENCE/ DIS- COUNT	SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8				100.0			100.0	28 100.0 6.9				195 100.0 47.8	37 100.0 9.1	100.0		27 100.0 6.6	100.0	52 100.0 12.7
(619) - Springfield, MO	1 0.2 100.0		0.5 100.0	-	-	-	-	-	-	- - -	0.7 100.0	- - -	1 0.6 100.0		- - -	0.4 100.0		-	-	- - -
(609) - St. Louis, IL/MO	4 1.0 100.0	1 1.0 25.0	2 1.1 50.0	1 0.8 25.0	-	1 2.0 25.0		-	-	7.1 50.0	2 1.4 50.0	2 0.8 50.0	-	2.1 100.0	-	3 1.3 75.0	1.7	-	-	-
Southeast Region	56 13.7 100.0	17 16.8 30.4	27 14.5 48.2	12 9.9 21.4		22.0			37.5	6 21.4 10.7		37 14.0 66.1	25 14.4 44.6	25 12.8 44.6	6 16.2 10.7	15.5		4 14.8 7.1	-	
(524) - Atlanta, GA	6 1.5 100.0	1 1.0 16.7	5 2.7 83.3	- - -	2 1.9 33.3	-	3.3 33.3	1 1.3 16.7		1 3.6 16.7	1 0.7 16.7	5 1.9 83.3	2 1.1 33.3	4 2.1 66.7	-	3 1.3 50.0	-	1 3.7 16.7	- - -	1 1.9 16.7
(630) - Birmingham, AL	1 0.2 100.0	- - -	0.5 100.0	- - -	- - -	- - -	1 1.7 100.0	-	-	-	-	0.4 100.0	0.6 100.0	-	- - -	0.4 100.0	-	-	- -	-
(517) - Charlotte, NC	4 1.0 100.0	2.0 50.0	2 1.1 50.0	-	1.9 50.0	-	- - -	1 1.3 25.0		1 3.6 25.0	1 0.7 25.0	3 1.1 75.0	3 1.7 75.0	1 0.5 25.0	-	3 1.3 75.0		-	-	-
(575) - Chattanooga, IN	3 0.7 100.0	-	2 1.1 66.7	0.8 33.3	- - -	1 2.0 33.3	1 1.7 33.3	-	1 6.3 33.3	- -	1 0.7 33. 3	2 0.8 66.7	1 0.6 33.3	2 1.0 66.7	-	1 0.4 33.3	1 1.7 33.3	-	-	1 1.9 33.3
CONFIDENTIAL Under Protective Order INPD 011639 Research Custom NPD					Proje	ect Y4\	vx007-	1 - 1	GENERAI	_ CIGAR	ATTITU	JDE AND) USAGE	Ē						



STORE PURCHASE CIGARS AT MOST OFTEN

																		1031 0		
			KING T		(NO	NG FREG	ONAL)	c	IGAR B	RAND	US ADD 11	SE FIONAL				TRADI	======	DRUG/ GRO- CERY/		
	TOTAL PRE- MIUM	OR LESS	3-10 YEARS	YEARS	PER WEEK	2-3 PER WEEK	4+ PER WEEK	SMOKI ===== MACA- NUDO	ED MOS ===== PART- AGAS	T OFTEN ARTURO FUENTE	TOBA PROD ====== YES	ACCO DUCTS ====== NO	18-34	35-54	55+	-AL TOB- ACCO SHOP	TOB- ACCO OUTLET	VENI- ENCE/ DIS- COUNT	BAR/ SPORT CLUB/ EVENT	ORDER
Base: Total Respondents		101 100.0 24.8		100.0		50 100.0 12.3			16 100.0 3.9	28 100.0 6.9			174 100.0 42.6	195 100.0 47.8		233 100.0 57.1	60 100.0 14.7	100.0		52 100.0 12.7
(519) - Charleston, SC	0.2 100.0	-	0.5 100.0		-	1 2.0 100.0	- - -	-	-		0.7 100.0	-	0.6 100.0	-	-	0.4 100.0	- - -		- -	- - -
(522) - Columbus, GA	0.2 100.0		- - -	0.8 100.0		-	- -	-	- - -		0.7 100.0	- - -	0.6 100.0	- -	-	0.4 100.0	- - -	-	-	:
(606) - Dothan, AL	0.2 100.0	-	- - -	0.8 100.0	-	1 2.0 100.0		-	1 6.3 100.0	- - -	-	0.4 100.0	-	0.5 100.0	- - -	0.4 100.0	-	- -	-	-
(592) - Gainesville, FL	0.2 100.0		0.5 100.0		- - -	1 2.0 100.0	- -	-	-	- -	0.7 100.0	-	- -	0.5 100.0	-		-	-	-	1 1.9 100.0
(567) - Greenville- Spartanburg-Asheville, SC	0.2 100.0	1 1.0 100.0	-	- - -	1 1.0 100.0		- - -	1 1.3 100.0		- - -	-	0.4 100.0		0.5 100.0	-	0.4 100.0	-	-	- - -	• • •
(518) - Greensboro-High Point- W. Salem, NC	0.2 100.0		0.5 100.0	-	- - -	-	-	-	-	-		0.4 100.0		0.5 100.0	-	0.4 100.0	- - -	-	-	- -
(691) - Huntsville-Decatur, AL	2 0.5 100.0	1.0	-	0.8 50.0	-	- - -	- - -		-		1 0.7 50.0		1.1 100.0	-	-	0.9 100.0	- - -	-	-	- -

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INPD 011640
Research
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STORE PURCHASE CIGARS AT MOST OFTEN

			KING T		(NOI	NG FREG	ONAL)	С	IGAR BI	RAND	US TI DODA	SE TIONAL				TRADI			REST- AURANT /CIGAR	
	TOTAL PRE- MIUM	2 YEARS OR LESS	3-10	11 OR MORE YEARS	PER Week	2-3 PER WEEK	4+ PER WEEK	SMOKI =====: MACA- NUDO	D MOS PART- AGAS	OFTEN ARTURO FUENTE	TOBA PROD ====== YES	ACCO DUCTS	18-34	OF SMC 35-54	=====	-AL TOB- ACCO SHOP	TOB- ACCO OUTLET	VENI- ENCE/ DIS-	BAR/ SPORT CLUB/	MAIL ORDER =====
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6						16 100.0 3.9	28 100.0 6.9		264 100.0 64.7		195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
(561) - Jacksonville, FL/GA	0.2 100.0	1 1.0 100.0	- - -	- - -	- - -	- -	1 1.7 100.0	- -	- -	1 3.6 100.0	-	0.4 100.0	-	0.5 100.0	- - -	0.4 100.0	-	-		- -
(718) - Jackson, MS	1 0.2 100.0	-	0.5 100.0	- -	-	-	-	- - -	- -	- - -	0.7 100.0	-	0.6 100.0	-	-	0.4 100.0	- - -	-	-	- -
(557) - Knoxville, TN	0.5 100.0	-	2 1.1 100.0		2 1.9 100.0	- -	-	1 1.3 50.0	1 6.3 50.0		2 1.4 100.0	-	2 1.1 100.0	-	-	0.9 100.0	- - -	- - -	- - -	
(640) - Memphis, TN/MS/AR	2 0.5 100.0	-	1 0.5 50.0	1 0.8 50.0	-	1 2.0 50.0	-	- -	- -	1 3.6 50.0		0.8 100.0	1 0.6 50.0	1 0.5 50.0	-	1 0.4 50.0	-	•	-	
(528) - Miami-FT. Lauderdale, FL	6 1.5 100.0	2.0	1.1	2 1.7 33.3	1 1.0 16.7	2 4.0 33.3	2 3.3 33.3	-	1 6.3 16.7	-	2 1.4 33.3	4 1.5 66.7	1 0.6 16.7	3 1.5 50.0	2 5.4 33.3	4 1.7 66.7	- - -	- - -	- - -	1 1.9 16.7
(659) - Nashville, KY/TN	2 0.5 100.0	1.0		-	1 1.0 50.0	- -	- -	1 1.3 50.0	1 6.3 50.0	- - -	1 0.7 50.0	1 0.4 50.0	0.6 50.0	1 0.5 50.0	- - -	1 0.4 50.0	1 1.7 50.0	- - -	- - -	- -
(544) - Norfolk-Portsmouth- Newport News, VA/NC	3 0.7 100.0	2.0	-	0.8 33.3	-	- - -	-	1 1.3 33.3	-	-	1 0.7 33.3		2 1.1 66.7	- -	1 2.7 33. 3		1 1.7 33.3		- - -	1 1.9 33.3

STORE PURCHASE CIGARS AT MOST OFTEN

	PRE- MIUM	2 YEARS OR LESS	YEARS	11 OR MORE YEARS	(NOI =====: 1 OR LESS PER WEEK	2-3 PER WEEK	ONAL) ===== 4+ PER WEEK	SMOKE =====: MACA- NUDO	PART- AGAS	OFTEN ARTURO FUENTE	TOBA PROD =====	TIONAL ACCO DUCTS ====== NO	18-34	35-54	0KER ===== 55+	ACCO SHOP	TOB- ACCO OUTLET	CON- VENI- ENCE/ DIS-	AURANT /CIGAR BAR/ SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0	101 100.0	186 100.0 45.6	121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16		144	264 100.0	174 100.0	195 100.0	37	233 100.0	60	27 100.0 6.6		52 100.0 12.7
(534) - Orlando-Daytona Beach- Melbourn, FL	4 1.0 100.0							- - -	- -	- - -		4 1.5 100.0	2 1.1 50.0	2 1.0 50.0		3 1.3 75.0		<u>-</u> -	-	· •
(560) - Raleigh-Durham, NC	4 1.0 100.0	2.0	0.5	1 0.8 25.0			-	1 1.3 25.0	-	:	3 2.1 75.0	1 0.4 25.0	2 1.1 50.0	2 1.0 50.0		3 1.3 75.0	-	1 3.7 25.0	-	- - -
(573) - Roanoke-Lynchburg, VA	0.2 100.0		0.5 100.0		-	-	- - -	-	-	-	-	0.4 100.0		1 0.5 100.0	-	-	-	-	-	1 1.9 100.0
(507) - Savannah, GA/SC	0.2 100.0	1 1.0 100.0			1 1.0 100.0	-	-	-	- - -	-	0.7 100.0		0.6 100.0		-	0.4 100.0		-	-	
(539) - Tampa-St. Petersburg- Sarasota, FL	4 1.0 100.0	1.0				2.0		1 1.3 25.0		7.1	0.7		1 0.6 25.0	2 1.0 50.0	1 2.7 25.0	1 0.4 25.0		2 7.4 50.0	-	:
(530) - Tallahassee- Thomasville, FL	0.2 100.0	-	- -	0.8 0.000			-	-		- -	-	0.4 100.0	- - -	- - -	1 2.7 100.0			- - -	- - -	- - -
(548) - West Palm Beach-Ft. Pierce, FL	0.5 100.0	1.0	0.5 50.0		-	-	1 1.7 50.0	1 1.3 50.0	-	- - -		0.8 100.0		1 0.5 50.0	1 2.7 50.0	0.4 50.0		-	-	• •

STORE PURCHASE CIGARS AT MOST OFTEN

																		1051 01		
		SMOKING FREQUENC SMOKING TENURE (NON-SEASONAL) 2 1 OR							IGAR B	ZAND		SE Flonal				TRADI		DRUG/ GRO- CERY/	REST- AURANT	
	TOTAL PRE-	2 YEARS OR	3-10	11 OR MORE YEARS	1 OR LESS PER	2-3 PER	4+ PER	SMOK ===== MACA-	ED MOS PART-	OFTEN ====== ARTURO	TOB/ PROI	ACCO DUCTS	=====		=====		TOB- ACCO	VENI- ENCE/ DIS-	SPORT CLUB/	MAIL
				====			WEEK	=====	######################################	FUENTE	TES	NO =====		35-54 ====		SHOP	OUTLET	COUNT		ORDER
Base: Total Respondents	408 100.0 100.0	101 100.0 24.8	100.0	121 100.0 29.7		50 100.0 12.3	100.0	80 100.0 19.6		28 100.0 6.9	144 100.0 35.3	264 100.0 64.7	174 100.0 42.6	195 100.0 47.8			60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	52 100.0 12.7
East Central Region	44 10.8 100.0	17 16.8 38.6	8.6	11 9.1 25.0	11 10.5 25.0	7 14.0 15.9		8 10.0 18.2	1 6.3 2.3	4 14.3 9.1	17 11.8 38.6	27 10.2 61.4		19 9.7 43.2	4 10.8 9.1	28 12.0 63.6	8 13.3 18.2	2 7.4 4.5	- - -	4 7.7 9.1
(559) - Beckley-Bluefield-Oak Hill, WY	0.2 100.0	1 1.0 100.0		-	1 1.0 100.0	- - -	-	<u>.</u> -	-	-	0.7 100.0	-	0.6 100.0	-	-	-	1 1.7 100.0	-	-	•
(564) - Charleston-Huntington, KY/OH/WV	3 0.7 100.0		- -	2 1.7 66.7	•	-	-	1 1.3 33.3	-	-	-	3 1.1 100.0	1 0.6 33.3	0.5 33.3	1 2.7 33.3	2 0.9 66.7	1 1.7 33.3	- - -	-	-
(515) - Cincinnati, OH/KY	6 1.5 100.0	3.0 50.0	3 1.6 50.0	-	2 1.9 33.3	-	-	1 1.3 16.7	- - -	1 3.6 16.7	2 1.4 33.3	4 1.5 66.7	2 1.1 33.3	4 2.1 66.7	-	4 1.7 66.7	-	1 3.7 16.7	-	1 1.9 16.7
(510) - Cleveland-Akron, OH	5 1.2 100.0	3.0 60.0	2 1.1 40.0	-	- :	1 2.0 20.0	1 1.7 20.0	1 1.3 20.0	-	7.1 40.0	3 2.1 60.0	2 0.8 40.0	2.3 80.0	1 0.5 20.0		5 2.1 100.0	-	- - -	-	-
(535) - Columbus OH	3 0.7 100.0	1 1.0 33.3	- - -	2 1.7 66.7	•	4.0 66.7	- - -	1 1.3 33.3	-	• •	2 1.4 66.7	0.4 33.3		3 1.5 100.0		3 1.3 100.0	-	-	-	-
(542) - Dayton, OH	0.2 100.0	1 1.0 100.0	- - -	-	- -	- - -	- -	-	-	-	•	0.4 100.0		- -			1 1.7 100.0	•	- - -	- -

STORE PURCHASE CIGARS AT MOST OFTEN

	TOTAL PRE- MIUM	2 YEARS OR LESS		11 OR MORE YEARS	(NOI ===== 1 OR LESS PER WEEK	2-3 PER	ONAL) ====== 4+ PER WEEK	SMOKI ===== MACA- NUDO	PART- AGAS	RAND T OFTEN ====== ARTURO FUENTE ======	TOBA PROD =====: YES	IONAL ACCO DUCTS ===== NO	18-34	35-54	55+	ACCO SHOP	TOB- ACCO OUTLET	CERY/ CON- VENI- ENCE/ DIS- COUNT	SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6	100.0	105 100.0 25.7		100.0	80 100.0 19.6		100.0	100.0			195 100.0 47.8	37 100.0 9.1		60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	100.0
(505) - Detroit, MI	5 1.2 100.0	2.0	1.1	0.8		1 2.0 20.0		-	1 6.3 20.0		0.7 20.0	4 1.5 80.0	3 1.7 60.0	1 0.5 20.0	1 2.7 20.0		1 1.7 20.0	- -	-	1 1.9 20.0
(649) - Evansville, IL/IN/KY	0.5 100.0	1.0	-	0.0			-	-	-	- - -	2 1.4 100.0	-	0.6 50.0	-	2.7 50.0		3.3 100.0		-	-
(509) - Ft. Wayne, IN	1 0.2 100.0		0.5 100.0		1 1.0 100.0	-	-	1 1.3 100.0		- - -	- - -	0.4 100.0	-	0.5 100.0	-	- - -	1 1.7 100.0		-	
(563) - Grand Rapids- Kalamazoo-Battle Creek, MI	0.2 100.0	-	0.5 100.0		-	-	- - -	-		- - -	-	0.4 100.0	0.6 100.0	-	-	0.4 100.0	-	-	-	- -
(527) - Indianapolis- Lafayette, IN	0.5 100.0	-	1.1 100.0	•	-	1 2.0 50.0		-	-		1 0.7 50.0		0.6 50.0	0.5 50.0		0.9 100.0	-	-	-	-
(541) - Lexington, KY	0.5 100.0	-	-	-	1.9 100.0		-	-	-	-		2 0.8 100.0		2 1.0 100.0	- -			-	- - -	- - -
(529) - Louisville, KY	0.2 100.0	: -	0.5 100.0	-	-	-	-	1 1.3 100.0		-	-	0.4 100.0	-	0.5 100.0	-	0.4 100.0	- -	- -	- - -	- - -

STORE PURCHASE CIGARS AT MOST OFTEN

		2	KING T	=====	(NO ===== 1 OR		ONAL)		IGAR BI	RAND T OFTEN	ADDI	SE TIONAL ACCO				TRADI		DRUG/ GRO- CERY/	AURANT /CIGAR	
	PRE- MIUM	YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	PER Week	2-3 PER WEEK	4+ PER WEEK	MACA- NUDO	PART- AGAS	ARTURO FUENTE	=====: YES	NO	18-34	35-54	55+	TOB- ACCO SHOP	TOB- ACCO	ENCE/ DIS-	SPORT CLUB/	MAIL ORDER
Base: Total Respondents	408 100.0	101 100.0	186	121 100.0	105 100.0	50 100.0	60 100.0	80 100.0	16	28 100.0	144 100.0	264 100.0	174	195 100.0	37 100.0	233	60 100.0 14.7	27	6 100.0	52
(553) - Marquette, MI	0.2 100.0	- - -	- - -	0.8 100.0	- - -	- -	1 1.7 100.0	- - -	-	- - -	-	1 0.4 100.0	-	- - -	1 2.7 100.0		-	-	-	-
(508) - Pittsburgh, PA	7 1.7 100.0		1 0.5 14.3	2 1.7 28.6			1 1.7 14.3		-	1 3.6 14.3	2.8 57.1	3 1.1 42.9	5 2.9 71.4	2 1.0 28.6	•	4 1.7 57.1	•	3.7 14.3	- - -	1 1.9 14.3
(588) - South Bend-Elkhart, IN	0.2 100.0	-	-	0.8 100.0		1 2.0 100.0	-	-	- - -	-	- - -	0.4 100.0		0.5 100.0	-		-		- - -	-
(547) - Toledo, OH	0.2 100.0	-	•	0.8 100.0	-	- - -		-	- - -	-	0.7 100.0	- -	- - -	0.5 100.0	-	-	-	-	-	1 1.9 100.0
(554) - Wheeling-Steubenville, OH/WV	0.2 100.0	-	0.5 100.0	-	-	-	1 1.7 100.0	-		-	-	0.4 100.0	1 0.6 100.0	-	-	-	1 1.7 100.0	-	- -	- - -
Pacific Region	78 19.1 100.0				28 26.7 35.9	9 18.0 11.5	15 25.0 19.2		2 12.5 2.6	3 10.7 3.8	25 17.4 32.1	53 20.1 67.9		36 18.5 46.2	6 16.2 7.7	40 17.2 51.3	15 25.0 19.2	4 14.8 5.1	1 16.7 1.3	
(800) - Bakersfield, CA	0.2 100.0	1 1.0 100.0	-	-	- -	-	- - -	- - -	-	- - -	0.7 100.0	- - -	0.6 100.0	-	-	0.4 100.0	-	-	-	-

STORE PURCHASE CIGARS AT MOST OFTEN

			KING T			IG FREG	DNAL)	r	IGAR BI	ZAND	US ADD LI	SE FIONAL				TRADI		-	REST- AURANT /CIGAR	
	TOTAL PRE- MIUM	2 YEARS OR LESS	3-10	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	SMOKI ===== MACA- NUDO	ED MOST PART- AGAS	OFTEN ARTURO FUENTE	TOB/ PROD ===== YES	ACCO DUCTS NO	18-34	35-54	55+	-AL TOB- ACCO SHOP	TOB- ACCO OUTLET	VENI- ENCE/ DIS- COUNT	BAR/ SPORT CLUB/ EVENT	
Base: Total Respondents	408	101 100.0	100.0	121 100.0	105 100.0 25.7	50 100.0	60 100.0	80 100.0	16 100.0	28 100.0	144 100.0	264 100.0	174 100.0	_	37 100.0	233	60 100.0	27 100.0 6.6	6 100.0	52 100.0 12.7
(757) - Boise, ID	0.5 100.0			0.8 50.0		- - -	-	1 1.3 50.0		-	0.7 50.0		1.1 100.0	-	-	-	1 1.7 50.0		-	- - -
(868) - Chico-Redding, CA	3 0.7 100.0	•	1.6 100.0	, -	1 1.0 33.3		1 1.7 33.3	1 1.3 33.3		-		3 1.1 100.0	0.6 33.3		-	0.9 66.7	-	- - -	-	1 1.9 33.3
(801) - Eugene, OR	3 0.7 100.0	2.0	0.5		1 1.0 33.3		2 3.3 66.7	-	6.3 33.3		2 1.4 66.7	0.4		3 1.5 100.0	- - -	0.9 66.7	1.7		-	- -
(803) - Los Angeles, CA	20 4.9 100.0	7.9	3.8					2.5	-		3.5	15 5.7 75.0		5.6		8 3.4 40.0	8.3		-	7.7 20.0
(828) - Monterey-Salinas, CA	0.2 100.0		0.5 100.0	; -	- -	1 2.0 100.0		-	-		0.7 100.0		0.6 100.0	-		0.4 100.0	-	-	-	- -
(804) - Palm Springs, CA	0.7 100.0	2.0	0.5		1 1.0 33.3		- -	- - -	- - -	- - -	0.7 33.3					0.4 33.3		3.7 33.3	-	1 1.9 33.3
(753) - Phoenix-Flagstaff, AZ		. 2.0 2.0	1.	- ا	1 1.0 25.0	-	-	-	1 6.3 25.0			3 1.1 75.0				4 1.7 100.0	•	-	•	- -

STORE PURCHASE CIGARS AT MOST OFTEN

																=====	=====	=====	======	=====
			KING T	ENURE	(NO	N-SEAS			IGAR B	DAND		SE FIONAL				TRADI		CERY/	REST -	
	TOTAL PRE-	2 YEARS OR		11 OR MORE	1 OR LESS	2-3 PER	4+ PER	SMOK	ED MOS	T OFTEN	TOB.	ACCO DUCTS	AGE	OF SMO	OKER	-TION -AL TOB-	TOB- ACCO	VENI- ENCE/	/CIGAR BAR/ SPORT CLUB/	MAIL
	MIUM =====	LESS	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE	YES	NO	18-34	35-54	55+	SHOP	OUTLET	COLINT		ORDER
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6	100.0	105 100.0 25.7	50 100.0 12.3	60 100.0 14.7	80 100.0 19.6	100.0					195 100.0 47.8	37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
(820) - Portland, OR	0.5 100.0		- -	0.8 50.0		- -	1 1.7 50.0	- - -	-	- - -	-	0.8 100.0	0.6 50.0	- -	1 2.7 50.0		-	:	-	1 1.9 50.0
(811) - Reno, NV	0.2 100.0	- - -	-	1 0.8 100.0	- - -	-	- - -	-	-	1 3.6 100.0	-	0.4 100.0	- -		1 2.7 100.0	-	- - -	- - -		1 1.9 100.0
(807) - San Francisco-Oakland- San Jose, CA	13 3.2 100.0	1 1.0 7.7	7 3.8 53.8	5 4.1 38.5	5 4.8 38.5	2 4.0 15.4	3 5.0 23.1	1 1.3 7.7	- - -	-	2.8 30.8	9 3.4 69.2	6 3.4 46.2	5 2.6 38.5	2 5.4 15.4	9 3.9 69.2	1 1.7 7.7	1 3.7 7.7	- - -	1 1.9 7.7
(862) - Sacramento-Stockton, CA	1.0 100.0	2.0 50.0	0.5 25.0	1 0.8 25.0	1 1.0 25.0	1 2.0 25.0	-	1 1.3 25.0	-	-	1 0.7 25.0	3 1.1 75.0	1 0.6 25.0	3 1.5 75.0	-	3 1.3 75.0	1 1.7 25.0	- - -	- - -	•
(770) - Salt Lake City, ID/UT	3 0.7 100.0	-	2 1.1 66.7	0.8 33.3	1 1.0 33.3		-		- - -	-	- - -	3 1.1 100.0	2 1.1 66.7	1 0.5 33.3	-	1 0.4 33.3	1 1.7 33.3	-	- - -	1 1.9 33.3
(825) - San Diego, CA	7 1.7 100.0	1 1.0 14.3	5 2.7 71.4	0.8 14.3	2 1.9 28.6	2 4.0 28.6	2 3.3 28.6	3 3.8 42.9	- -	-	2.8 57.1	3 1.1 42.9	3 1.7 42.9	2.1 57.1		4 1.7 57.1	2 3.3 28.6	- - -		- - -
(855) - Santa Barbara-Santa Maria-San Luis-Obispo, CA	1 0.2 100.0	-	0.5 100.0		1 1.0 100.0	-	-	1 1.3 100.0	-	-	-	0.4 100.0	- -	0.5 100.0	-	- -		-	- - -	- -

STORE PURCHASE CIGARS AT MOST OFTEN

			CING TE			G FREG	NAL)	CI	GAR BE	RAND		IONAL				TRADI -TION		CON-	AURANT /CIGAR	
F M	TOTAL PRE- MIUM			YEARS	PER	PER WEEK	WEEK	MACA- NUDO	PART- AGAS	OFTEN ARTURO FUENTE		UCTS NO	18-34	35-54	KER ===== 55+	ACCO SHOP	TOB- ACCO OUTLET	COUNT	SPORT CLUB/	MAIL ORDER
	408 100.0 100.0				105 100.0 25.7	50 100.0 12.3	60 100.0 14.7			28 100.0 6.9	144 100.0 35.3	264 100.0 64.7			37 100.0 9.1		60 100.0 14.7	27 100.0 6.6		52 100.0 12.7
(819) - Seattle-Tacoma- Bellingham, WA	4 1.0 100.0	1.0 25.0	2 1.1 50.0	0.8 25.0	1 1.0 25.0	-	-	1 1.3 25.0		- - -	2 1.4 50.0	0.8 50.0	3 1.7 75.0	1 0.5 25.0	- -	1 0.4 25.0		1 3.7 25.0		-
(881) - Spokane, ID/WA	3 0.7 100.0	1.0		-	2 1.9 66.7	-	-	-	-	- - -	2 1.4 66.7	0.4 33.3	2 1.1 66.7	0.5 33.3	- - -	- - -	3 5.0 100.0	-	- -	• •
(789) - Tucson (Nogales), AZ	3 0.7 100.0	_	-	-		1 2.0 33.3	- - -			-	-	3 1.1 100.0	0.6 33.3		1 2.7 33.3		•	- - -	- - -	- -
Southwest Region	37 9.1 100.0	5.9		10.7	10.5				6.3		13.2		14 8.0 37.8	9.7	4 10.8 10.8		11.7	11.1	16.7	
(662) - Abilene-Sweetwater, TX	0.2 100.0	-	0.5 100.0		- - -	1 2.0 100.0		-	-	- -	0.7 100.0		-	0.5 100.0	-	0.4 100.0		- -	- - -	
(635) - Austin, TX	0.5 100.0	-	0.5 50.0		1.0			- -	- -	- - -	- - -	0.8 100.0	0.6			0.4 50.0		-	- -	- - -
(716) - Baton Rouge, LA	0.2 100.0		, -	- -	- -	- - -	- -	- -	- -	- - -	-	0.4 100.0			-	0.4 100.0		-	- - -	- -

STORE PURCHASE CIGARS AT MOST OFTEN

																=====	======	=====	======	=====
			KING T	ENURE	(NO	N-SEAS		USE CIGAR BRAND ADDITIONAL								TRADI		CERY/	REST- AURANT	
	2 TOTAL YEAR PRE- OR		3-10	11 OR MORE	1 OR LESS PER	2-3 PER	4+ PER	SMOK ===== MACA-	ED MOST OFTEN		TOBACCO PRODUCTS		AGE OF SMOKER			-TION -AL TOB- ACCO	TOB- ACCO	VENI- ENCE/ DIS-	/CIGAR BAR/ SPORT CLUB/	
	MIUM =====				WEEK							NO =====	18-34	35-54 =====	55+ =====	SHOP	OUTLET	COUNT	EVENT	ORDER
Base: Total Respondents	408 100.0 100.0	100.0	186 100.0 45.6	121 100.0 29.7	105 100.0 25.7	50 100.0 12.3	100.0	80 100.0	16	28 100.0	144 100.0	264	174 100.0	195 100.0	37	233 100.0	60	27 100.0		52 100.0 12.7
(600) - Corpus Christi, TX	2 0.5 100.0	-	0.5 50.0	1 0.8 50.0	-	-	1 1.7 50.0	- - -	- - -		-	2 0.8 100.0	1 0.6 50.0	- - -	1 2.7 50.0	1 0.4 50.0	-	1 3.7 50.0		
(623) - Dallas-Ft. Worth, TX	9 2.2 100.0		4 2.2 44.4	3 2.5 33.3	2 1.9 22.2	- - -	3 5.0 33.3	1 1.3 11.1	- - -	• •	5 3.5 55.6	4 1.5 44.4	3 1.7 33.3		-	5 2.1 55.6	-	1 3.7 11.1	1 16.7 11.1	
(670) - Ft. Smith, AR	2 0.5 100.0	-	0.5 50.0	0.8 50.0	- -	- - -	- - -	- -	1 6.3 50.0	-	0.1	1 0.4 50.0		1.0 100.0	- - -	-	-	- -	- -	2 3.8 100.0
(618) - Houston, TX	1.0 100.0	1 1.0 25.0	2 1.1 50.0	1 0.8 25.0	3 2.9 75.0	-	- -	1 1.3 25.0	-	-	1 0.7 25.0	3 1.1 75.0	3 1.7 75.0	-	1 2.7 25.0	2 0.9 50.0	1 1.7 25.0	-		- - -
(734) - Jonesboro, AR	0.2 100.0	-	-	0.8 100.0	- -	- - -	1 1.7 100.0	- - -	-	-	1 0.7 100.0	-	•	0.5 100.0	-	:	-	1 3.7 100.0	-	
(642) - Lafayette, LA	0.2 100.0	-		0.8 100.0	1 1.0 100.0	-	-	-	- - -	-	0.7 100.0	-	-	0.5 100.0	•	-	1 1.7 100.0	•	-	- - -
(693) - Little Rock-Pine Bluff, AR	1 0.2 100.0		-	0.8 100.0	1 1.0 100.0	•	-	• •		3.6 100.0	0.7 100.0	- - -	0.6 100.0	-	-	0.4 100.0	- - -		-	- - -

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Project Y4VX007-1 - GENERAL CIGAR ATTITUDE AND USAGE



			CING TE		(NO	NG FREC N-SEASC	NAL)		IGAR BI	RAND T OFTEN	US ADDIT TOBA	IONAL				TRADI -TION -AL			AURANT /CIGAR	
	TOTAL PRE-	YEARS OR	3-10		LESS PER	PER	4+ PER	===== MACA-	PART-	ARTURO	PROD	UCTS	AGE ===== 18-34		=====	TOB- ACCO SHOP		DIS-	SPORT CLUB/ EVENT	MAIL ORDER
	MIUM =====			YEARS		WEEK	WEEK	NUDO	AGAS	FUENTE							=====	=====		=====
Base: Total Respondents	408 100.0 100.0		186 100.0 45.6				60 100.0 14.7			100.0	144 100.0 35.3				37 100.0 9.1	100.0	60 100.0 14.7	27 100.0 6.6	6 100.0 1.5	
(622) - New Orleans, LA	0.2 100.0		0.5 100.0	• • •	-	1 2.0 100.0	-	-	- - -	1 3.6 100.0		0.4 100.0	0.6 100.0	-	-	-	1 1.7 100.0	-	-	•
(633) - Odessa-Midland, TX	0.5 100.0	-	0.5 50.0				- -	-	-	- - -	1.4 100.0	-	-	1.0 100.0	-	0.4		•	-	-
(650) - Oklahoma City, OK	0.2 100.0			- - -	-	- - -	-	- -	 		0.7 100.0	-		0.5 100.0	• •	· -	1.7 100.0	-	-	-
(641) - San Antonio, TX	1.0 100.0	1.0		0.8		۷.۰				· 1 · 3.6 · 25.0	25.0	75.0	0.6			- 75.0	3 1.7) 25.0) -	-	1
(671) - Tulsa, OK	0. 100.	7	- 1.1 - 66.1		3 1.0			7	-	 	00.1	33.3	33.3	0.5 33.3	33.	3 33.3	1.1 3 33.1	7 -		1.9
(625) - Waco-Temple, TX	0. 100.		- 1. - 100.				• · · · · · · · · · · · · · · · · · · ·	-	- - -	- · - ·	1.4 100.0	, -	0.6 50.0		2. 50.	7 0.4 0 50.4	4 1.3 0 50.0	7 ·		- -
CONFIDENTIAL Under Protective Order INPD 011650 Research NPD Custom Research	0. 100.		- - -	- 0.8 - 100.0	3	- ·	- - -	- - -	- -		- 0.7 - 100.0	,	0.6 100.0	; -	•	- 0.4 - 100.4	4	- ·		
NPD Custom Research					Pro	ject Y	4vx007	-1 -	GENER	AL CIGA	R ATTI	TUDE A	ND USA	GE						

Table 204 DMA

					SMOKT	NG FRE	OUENCY								•			DRUG/		
		SMO	KING T	EMIDE		N-SEAS					USE							GRO-	REST-	
				LHOKL	(NO	M-SEMS	UNAL)	_	.							TRADI		CERY/	AURANT	
					=====	=====	=====	CIGAR BRAND			ADDITIONAL					-TION		CON-	/CIGAR	
		۷			1 OR			SMOKED MOST OFTEN			TOBACCO					-AL		VENI- BAR/		
					LESS 2-3		2-3 4+		=======================================			DUCTS	AGE OF SMOKER			TOB-	TOB-		-	
	PRE-				PER P	PER	PER	MACA-	PART-	ARTURO								-		144 7 1
	MIUM	LES\$	YEARS	YEARS	WEEK	WEEK	WEEK	NUDO	AGAS	FUENTE		NO		35-54				PIS-		MAIL
	====	=====	=====	=====	=====	=====	=====						10-34	33-34	22+	SHOP	OUTLET	COUNT	EVENT	ORDER
												=====	=====	=====	=====	=====	=====	=====	=====	=====
Base: Total Respondents	408	101	186	121	105	50	60	80	16	28	144	264	174	195	37	227		27		
	100.0	100.0	100.0	100.0	100.0			100.0								233	60	27	6	52
	100.0																100.0	100.0	100.0	100.0
		24.0	45.0	67.1	23.1	12.3	14.7	19.0	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7
No answer to DMA	1	-	1	-	1	_	_	-	_	_	_	1	,							
	0.2	-	0.5	_	1.0		_	_				0 1	١ .	•	-	1	-	-	-	-
	100.0	_	100.0		100.0			_	_	-	•	0.4	0.6	-	•	0.4	•	-	-	-
	100.0		100.0	_	100.0	•	-	-	-	-	-	100.0	100.0	-	-	100.0	-	-	-	•
Sigma	408	101	186	121	105	50	60	80	14	20	1//	2//	47/	405						
	100.0										144	264	174	195	37	233	60	27	6	52
											100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	24.8	45.6	29.7	25.7	12.3	14.7	19.6	3.9	6.9	35.3	64.7	42.6	47.8	9.1	57.1	14.7	6.6	1.5	12.7

0298

Study Code M157

```
Q
T \T
T A. Hello, this is (**INSERT NAME**) calling on behalf of Janet Hall
      of the Home Testing Institute. Is this the (**INSERT LAST
      NAME**) residence?
Т
                            ''(**CONTINUE**)
    1 01 Yes
                            ''(**THANK AND TERMINATE**)
    2 02 No
Q
T \setminus T
T B. May I please speak with the male head of household?
                            ''(**CONTINUE. REINTRODUCE IF NECESSARY**)
    1 01 Yes
                            ''(**SCHEDULE CALLBACK**)
    2 02 No
                            ''(**THANK AND TERMINATE**)
    3 03 Final No
Q
T \T
      I want to assure you that this is not a sales call. We are
Т
      talking to cigar smokers across the country to collect
      information that will be used to better meet the needs of cigar
T
      consumers.
Т
Q
T \setminus T
T C1. Are you at least 18 years of age, and a member of this
      household?
Т
                  ''(**SKIP TO Q.D1**)
    1 01 Yes
                  ''(**CONTINUE**)
    2 02 No
```

```
0
T \T
T C2. May I please speak to the member of the household who is at
      least 18 years old?
Т
                 ''(**CONTINUE**)
    1 01 Yes
    2 02 Not available at this time ''(**ARRANGE CALLBACK**)
Q
T \T
T D1.
       In a recent mini-survey, it was indicated that there is at
       least ONE cigar smoker in your household. Do you smoke at
       least one cigar in a typical month?
Т
TT
    1 01 Yes
                 ''(*SKIP TO Q.E**)
    2 02 No
                 ''(**CONTINUE**)
Q
  \T
       May I please speak to the person in your household who smokes
  D2.
       cigars?
Т
                 ''(*CONTINUE**)(**REINTRODUCE IF NECESSARY.**)
    1 01 Yes
    2 02 No
                 ''(**ARRANGE CALLBACK**)
Q
T \T
      We are talking to cigar smokers across the country, and the
      information we collect will be used to better meet the needs of
\mathbf{T}
      those who enjoy cigars.
T
T
T
      (**IF ASKED:
                    This survey will take about 20 minutes of your
                     time.**)
Т
T
```

SECTION A = SMOKING BEHAVIOR

```
Q
T \ T
T 1.
      Approximately how many years have you been smoking cigars?
Т
                      (**ENTER 0 - 99, DK/NONE HERE**)
Т
''IF RESPONSE IN Q.1 IS LESS THAN 1 YEAR, ENTER "0"
Q
T \ T
T 2. Does the amount of cigar smoking you do vary by the season of
      the year?
T
    1 01 Yes
                                ''(**SKIP TO Q.4a**)
    2 02 No
                                 ''(**CONTINUE**)
   -X 03 (**DNR**) Don't know
                                ''(**CONTINUE**)
''FOR Q.3a/b, Q.4a/b & Q.5, ENTER ONE NUMBER ONLY. IF A RANGE IS
''GIVEN, RECORD LOWEST NUMBER (i.e.; IF 10 TO 12, ENTER "10".)
Q
T \ T
T 3a. In a typical week, how many cigars do you smoke?
T
                     (**ENTER 0-99, DK HERE**)
T
''IF LESS THAN 1 PER WEEK IN Q.3a, ASK Q.3b. OTHERWISE SKIP TO Q.6
Q
T \T
T 3b. In a typical month, how many cigars do you smoke?
                    (**ENTER 0-99, DK HERE**)
T
''SKIP TO Q.5a
```

Y4VX007-1

```
Q
T \setminus T
T 4a1. Typically, during the WARMER-WEATHER, how many cigars do you
      smoke per week?
Т
                      (**ENTER 0-99, DK HERE**)
\mathbf{T}
''IF LESS THAN 1 PER WEEK IN Q.4a1, ASK Q.4a2. OTHERWISE SKIP TO Q.4b
Q
T \T
T 4a2. Typically, during the WARMER-WEATHER, how many cigars do you
      smoke per month?
T
T
                      (**ENTER 0-99, DK HERE**)
T
Q
T \T
T 4b1. And how many do you smoke per week in COLDER-WEATHER?
T
                      (**ENTER 0-99, DK HERE**)
Т
''IF LESS THAN 1 PER WEEK IN Q.4b1, ASK Q.4b2. OTHERWISE SKIP TO Q.5a
Q
T \T
T 4b2. And how many cigars do you smoke per month in COLDER-WEATHER?
Т
                      (**ENTER 0-99, DK HERE**)
Т
Т
```

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```
Q
T \T
T 5a. Are you currently smoking more than, less than or about the same
      number of cigars as you were a year ago?
    1 01 More
    2 02 Less
                                         ''(**SKIP TO Q.6**)
    3 03 Same
   -X 04 (**DNR**) Don't know/Refused
                                         ''(**SKIP TO Q.6**)
Q
T \T
T 5b1. Approximately how many cigars were you smoking per week a year
T
      ago?
Т
                      (**ENTER 0-99, DK HERE**)
T
Т
''IF LESS THAN 1 PER WEEK IN Q.5b1, ASK Q.5b2. OTHERWISE SKIP TO Q.6
Q
T \T
T 5b2. Approximately how many cigars were you smoking per month a year
T
      ago?
Т
                      (**ENTER 0-99, DK HERE**)
T
T
Q
T \T
      Approximately what percent of the cigars you smoke are
T 6.
      smaller-sized? These cigars can usually be smoked in about 20
T
Т
      minutes or less?
T
                     (**ENTER 0-100%, DK/NONE HERE**)
T
''IF NONE/DK IN Q.6, CODE AS 0%
```

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```
Q
T \T
      I am going to read you a list of activities which you may be
      doing while smoking a cigar. Please tell me which activity you
T
      are participating in MOST OFTEN while smoking cigars.
T
T
                 (**READ LIST, ENTER ONE RESPONSE ONLY**)
Т
''RANDOM ROTATE
    1 01 Relaxing alone
    2 02 Driving
    3 03 Socializing with others
    4 04 Recreational activities or sports
    5 05 After meals
    6 06 On special occasions
   -X 07 (**DNR**) None
Q
T \ T
Т 8.
      What percent of the cigars you smoke are given to you as gifts?
Т
                     (**ENTER 0-100%, DK/NONE HERE**)
Т
''IF NONE IN Q.8, CODE AS 0%
0
T \setminus T
      Do you use any other tobacco products in addition to smoking
T
      cigars?
Т
    1 01 Yes
                                ''(**CONTINUE**)
    2 02 No
                                ''(**SKIP TO SECTION B**)
   -X 03 (**DNR**) Don't Know ''(**SKIP TO SECTION B**)
```

Y4VX007-1

```
Q
T \T
T 10. What other products do you use?
Т
             (**DO NOT READ LIST, ENTER ALL THAT APPLY**)
Т
    1 01 Cigarettes
    2 02 Pipe
    3 03 Chewing Tobacco
    4 04 Dip/Snuff
   -X 05 (**DNR**) Don't know
''IF CODE "01" CIGARETTES IN Q.10, CONTINUE. OTHERWISE SKIP TO
''SECTION B
Q
T \T
T 11. Which did you start smoking first, cigars or cigarettes?
   1 01 Cigars
   2 02 Cigarettes
   -X 03 (**DNR**) Don't know
Q
T \T
T 12. In a typical week, how many packs of cigarettes do you smoke?
Т
                 (**ENTER 0 - 99, DK HERE**)
Т
''IF LESS THAN 1 PACK, CODE AS "0"
''IF "1/2" GIVEN, ROUND UP
```

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SECTION B = BRAND AWARENESS, USAGE & SHOPPING BEHAVIOR

```
Q
T \T
T lal.What's the first cigar brand that comes to mind?
             (**DO NOT READ LIST, ENTER ONE RESPONSE ONLY**)
T
T
    1 01 Brand A
    2 02 Brand B
    3 03 Brand C
    4 04 Brand D
    5 05 Brand E
    6 06 Brand F
    7 07 Brand G
    8 08 Brand H
    9 09 Brand I
    0 10 Brand J
    1 11 Brand K
    2 12 Brand L
    3 13 Brand M
    4 14 Brand N
    5 15 Brand O
    6 16 Brand P
    7 17 Brand Q
    8 18 Brand R
    9 19 Brand S
    0 20 Brand T
    1 21 Brand U
    2 22 Brand V
    3 23 Brand W
    4 24 Brand X
    5 25 Brand Y
    6 26 Brand Z
    7 27 Other ''(**SPECIFY**)
   -X 28 (**DNR**) Don't know
```

```
Q
T \T
T 1b. What's the second brand that comes to mind?
Т
             (**DO NOT READ LIST, ENTER ONE RESPONSE ONLY**)
''SAME AS Q.1a1
Q
T \T
T 1c. And the third brand that comes to mind?
T ·
            (**DO NOT READ LIST, ENTER ONE RESPONSE ONLY**)
T
''SAME AS Q.1a1
Q
T \T
T 1d. What was the first brand of cigar you ever smoked?
           (**DO NOT READ LIST. ENTER ONE RESPONSE ONLY**)
T
''SAME AS Q.1a1
Q
T \setminus T
T 2. Approximately how many different cigar BRANDS do you smoke
T
     on a regular basis?
Т
T
                       (**ENTER 0-99, DK HERE**)
''IF ANSWER IN Q.2 IS "1", ASK Q.3a AND THEN SKIP TO Q.4
Q
T \T
T 3a. What brand of cigar do you smoke most often?
Т
              (**DO NOT READ LIST. ENTER ONE RESPONSE ONLY**)
T
''SAME AS Q.1a1
''O.3a RESPONSE WILL BE "PRIMARY BRAND" THROUGHOUT REMAINDER OF
''QUESTIONNAIRE
```

```
''IF BRAND IS DOMESTIC IN Q.3a, ASK Q.3a3 AND Q.3a4. OTHERWISE SKIP TO
 ''IF CODE IS "21" OTHER IN Q.3a, ASK Q.3a2. OTHERWISE SKIP TO Q.3b
0
T \T
T 3a2. Is that a domestic or premium brand?
T
   1 01 Domestic
    2 02 Premium
   -X 03 Don't Know (**DNR**)
''IF CODE "03" IN Q.3a2, MAKE DOMESTIC BRAND IN SECTION C Q.8a
Q
T \T
T 3a3. Is (**INSERT RESPONSE FROM Q.3a) a sweet cigar?
T
    1 01 Yes
    2 02 No
   -X 03 (**DNR**) Don't Know
Q
T \T
T 3a4. Is (**INSERT RESPONSE FROM Q.3a) a tipped cigar?
T
Т
    1 01 Yes
   2 02 No
   -X 03 (**DNR**) Don't Know
Q
T 3b. What brand do you smoke second-most often?
Т
Т
             (**DO NOT READ LIST. ENTER ONE RESPONSE ONLY**)
''SAME AS Q.1a1
```

T \T

T

```
4. Out of the last 10 times you purchased cigars, how many times would you say you bought (**INSERT PRIMARY AND SECONDARY BRANDS**) and any other brands?

T (**ENTER 1-10, DK FOR PRIMARY BRAND HERE**)
```

T (**ENTER 1-10, DK FOR SECONDARY BRAND HERE**)
T

T (**ENTER 1-10, DK FOR OTHER BRANDS HERE**)
T

''IF RESPONSE TO Q.4 "SECONDARY BRAND" IS MORE THAN 3, THIS WILL BE ''"SECONDARY BRAND" THROUGHOUT REMAINDER OF QUESTIONNAIRE:

Q
T 4a. What was the brand you smoked most often when you FIRST started
smoking cigars?
(**DO NOT READ LIST. ENTER ONE RESPONSE ONLY**)

''SAME AS Q.1a1

'ASK Q.4b-4c IF GAVE A DOMESTIC BRAND AT Q.4a AND A PREMIUM BRAND AT ''Q.3a OR 3a2. OTHERWISE SKIP TO Q.5. IF GAVE "OTHER" NON-CLASSIFIED ''BRAND OR DK AT Q.4a, SKIP TO Q.5.

Q
T 4b. Compared to when you smoked that brand of cigars, are you now
T smoking more often, less often or about the same amount?
T (**ACCEPT ONE RESPONSE**)

1 01 More Often

2 02 Less Often

Q

3 03 Same amount

X 04 (**DNR) Don't Know

T 4c. Approximately how many years ago did you switch to a premium, imported type of cigar, like your (insert primary brand)?

T (**ENTER 0-99, DK/NONE HERE. IF RESPONSE IN Q.4c IS LESS THAN 1 T YEAR, ENTER "0"**)

```
Approximately how many different cigar SIZES do you smoke on a
      regular basis?
Т
Т
                       (**ENTER 0-13, DK HERE**)
Т
0
T 6a. What size of (**INSERT PRIMARY BRAND**) do you smoke most
      often?
             (**DO NOT READ LIST, ENTER ONE RESPONSE ONLY**)
                                      ''(**SKIP TO Q.7**)
    1 01 Corona
                                      ''(**SKIP TO 0.7**)
    2 02 Double Corona
    3 03 Petit Corona
                                      ''(**SKIP TO Q.7**)
    4 04 Corona Gorda
                                      ''(**SKIP TO Q.7**)
    5 05 Churchill
                                      ''(**SKIP TO Q.7**)
    6 06 Robusto
                                      ''(**SKIP TO 0.7**)
    7 07 Panatella
                                      ''(**SKIP TO Q.7**)
    8 08 Lonsdale
                                      ''(**SKIP TO Q.7**)
                                      ''(**SKIP TO Q.7**)
    9 09 Cigarillo
    0 10 Figurado (irregular-shaped) ''(**SKIP TO Q.7**)
++ 1 11 Miniatures
                                      ''(**SKIP TO Q.7**)
    2 12 Blunts (or Sports)
                                      ''(**SKIP TO Q.7**)
    3 13 Other size (Ring gauge/length) ''(**CONTINUE**)
    4 14 Other
                                     ''(**SKIP TO Q.7**)
    5 15 No particular size
                                      ''(**SKIP TO Q.8a**)
   -X 16 (**DNR**) Don't know size ''(**SKIP TO Q.8a**)
T 6b. What is the ring gauge and length of the cigar?
T
             (**ENTER RING GAUGE HERE**)
T
              (**ENTER LENGTH HERE**)
      Suppose that when you went to buy your (**INSERT PRIMARY
      BRAND**), (**INSERT RESPONSE FROM Q.6a**), they weren't
Т
      available. Which of the following would you be more likely to
T
      do?
T
                    (**READ LIST, ENTER ONE RESPONSE ONLY**)
T
Т
    1 01 Buy (**INSERT PRIMARY BRAND**) in a different size
    2 02 Buy a different brand in the (**INSERT RESPONSE FROM Q.6a**)
         size
    3 03 Try to find (**INSERT PRIMARY BRAND**), (**INSERT
         RESPONSE FROM Q.6a**) at a different store
    4 04 Try to order it, or
    5 05 Not make a purchase
   -X 06 (**DNR**) Don't know
```

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```
Y4VX007-1
                                                                 PAGE 13
0
T \T
T 8a. Were you smoking (**INSERT PRIMARY BRAND**) most often a
      year ago?
Т
    1 01 Yes
                                 ''(**SKIP TO Q.9a**)
    2 02 No
                                ''(**CONTINUE**)
   -X 03 (**DNR**) Don't know ''(**CONTINUE**)
Q
T \setminus T
T 8b. What brand were you smoking most often a year ago?
             (**DO NOT READ LIST. ENTER ONE RESPONSE ONLY**)
Т
''SAME AS Q.1a1
Q
T \T
T 8c. Why don't you smoke (**INSERT RESPONSE FROM Q.8b**) most often
      anymore?
Τ
                 (**DO NOT READ LIST. ENTER ONE RESPONSE ONLY**)
T
T
    1 01 Price too high
    2 02 Difficult to find
    3 03 Prefer current brand/Like current brand better
    4 04 Other ''(**SPECIFY**)
   -X 05 (**DNR**) Don't know
Q
T\T
T 9a. What brand would you consider to be the best cigar you have ever
Т
      smoked?
             (**DO NOT READ LIST. ENTER ONE RESPONSE ONLY**)
''SAME AS Q.1a1
Q
T \T
T 9b. Was (**INSERT RESPONSE FROM Q.9a**), which you said was the
      best cigar you have ever smoked, made in Cuba?
    1 01 Yes
    2 02 No
   -X 03 (**DNR**) Don't know
''IF RESPONSE IN Q.9a IS THE SAME AS RESPONSE FROM Q.3a, SKIP TO
''Q.10. OTHERWISE CONTINUE.
```

Y4VX007-1

```
Q
T \T
T 9c. Is the PRIMARY reason you don't smoke this brand most often
      because of ...?
T
Т
                   (**READ LIST. ENTER ONE RESPONSE ONLY**)
Т
    1 01 High prices
    2 02 Lack of availability
    3 03 Other ''(**SPECIFY**)
   -X 04 (**DNR**) Don't know
Q
T \T
T 10. For the following question, please think about HOW you buy
      your cigars - individually, by the pack, by the box or in
Т
Т
      bundles. Out of 100%, please tell me what percent you would
Т
      say you purchase cigars either individually, by the pack, by the
T
      box or by the bundle. Let's start with (**INSERT METHOD**).
      Out of 100%, what percent would you say you usually purchase
T
      cigars this way? Remember, your total must add to 100%.
T
                        (**ENTER 0-100% HERE**)
T
   "Individually", &
   "By the pack", &
   "By the box", &
   "By the bundle", &
''TOTAL FOR Q.10 MUST EQUAL 100%. IF NOT, RE-ASK.
''IF RESPONSE TO Q.10 IS MORE THAN 0% FOR "INDIVIDUALLY", ASK:
Q
T \T
T 11a.On average, how much do you pay PER CIGAR for the brands you
      regularly buy?
T
\mathbf{T}
Т
                      (**ENTER $.01-999.99, DK HERE**)
T
T
                         (**ENTER CENTS**)
T
''IF RESPONSE TO Q.10 IS MORE THAN 0% FOR "BY THE PACK", ASK:
```

```
T \T
T 11b1. How many cigars come in the PACK you usually buy?
Т
T
                   (**ENTER 1-100, DK HERE**)
Т
Q
T \T
T 11b2.On average, how much do you pay per PACK?
Т
                      (**ENTER $.01-999.99, DK HERE**)
Τ
T
                         (**ENTER CENTS**)
Т
''IF RESPONSE TO Q.10 IS MORE THAN 0% FOR "BY THE BOX", ASK:
T \T
  11cl. How many cigars come in the BOX you usually buy?
T
                   (**ENTER 1-100, DK HERE**)
Т
Q
T \T
T 11c2.On average, how much do you pay per BOX?
Т
T
                      (**ENTER $.01-999.99, DK HERE**)
Т
Т
                         (**ENTER CENTS**)
''IF RESPONSE TO Q.10 IS MORE THAN 0% FOR "BY THE BUNDLE", ASK:
0
T \T
T 11d1. How many cigars come in the BUNDLE you usually buy?
                   (**ENTER 1-100, DK HERE**)
```

```
T 11d2.On average, how much do you pay per BUNDLE?
                     (**ENTER $.01-999.99, DK HERE**)
T
Т
                        (**ENTER CENTS**)
T
Q
T \T
T 12a. What one type of store do you buy your cigars from MOST OFTEN?
Т
                 (**DO NOT READ LIST, ENTER ONE RESPONSE ONLY**)
T
    1 01 Tobacco Shop/Smoke Shop
    2 02 Drug Store
    3 03 Grocery Store
    4 04 Discount Department Store
    5 05 Convenience Store/Mini-Mart/Newstand
    6 06 Restaurant/Cigar Bar
    7 07 Sport Club/Sporting Event
    8 08 Mail Order Service/Catalog
    9 09 Other ''(**SPECIFY**)
   -X 10 (**DNR**) Don't know ''(**SKIP TO Q.14**)
''IF RESPONSE TO Q.12a IS "01" TOBACCO SHOP/SMOKE SHOP, ASK Q.12a1.
''OTHERWISE SKIP TO Q.12b.
Q
T \T
T 12a1. Which of the following descriptions best describes the type of
       tobacco/smoke shop you buy cigars from most often? Is it...
       (READ LIST. RANDOM ROTATE. RECORD ONE RESPONSE.)
    1 01 A store that is a smaller, traditional-style tobacconist
         which specializes in cigar and pipe products.
    2 02 A store that sells all types of tobacco products, including
         cigarettes, at discounted prices.
   3 03 (**DNR**) Neither
   4 04 (**DNR**) Don't Know
```

```
T 12b.Approximately what percent of your cigars do you buy from a
      (**INSERT RESPONSE FROM Q.12a**)?
Т
Т
T
                     (**ENTER 1-100%, DK HERE**)
Т
''IF RESPONSE TO Q.12b IS LESS THAN 75%, ASK Q.13. OTHERWISE SKIP TO
''Q.14
Q
T \T
T 13. What other types of stores do you buy your cigars from?
Τ
              (**DO NOT READ LIST, ENTER ALL THAT APPLY**)
Т
''SAME AS Q.12a
''ASK Q.14 IF CODE "08 - MAIL ORDER SERVICE/CATALOG" NOT MENTIONED IN
  Q.12a OR Q.13. OTHERWISE SKIP TO SECTION C
T \T
T 14. Have you ever bought cigars through a mail order service or
T
      catalog?
T
    1 01 Yes
    2 02 No
   -X 03 (**DNR**) Don't know
```

SECTION C = BRAND CHARACTERISTICS & PERCEPTIONS

```
''IF RESPONDENT DOES NOT HAVE SECONDARY BRAND FROM Q.3b OR SECONDARY
''BRAND IS LESS THAN 3 IN Q.4, SKIP TO Q.3a. OTHERWISE CONTINUE.
Q
T \T
T 1. Using a scale of 1 to 5 where "1" means VERY SIMILAR and "5"
      means VERY DIFFERENT, how similar would you say your (**INSERT
T
      PRIMARY BRAND**) is to your (**INSERT SECONDARY BRAND**)?
T
\mathbf{T}
                   (**ENTER 1-5, DK HERE**)
''IF RESPONSE TO Q.1 IS EITHER "1", "2" OR "3", SKIP TO Q.3a.
''OTHERWISE CONTINUE.
Q
T \T
      Now I am going to read you a list of characteristics that may
Т
      or may not describe the FLAVOR of your (**INSERT PRIMARY
T
      BRAND**) and your (**INSERT SECONDARY BRAND**).
Q
T 2a1. Using a scale of 1 to 5 where "1" means LIGHT-BODIED FLAVOR
      and "5" means "FULL-BODIED FLAVOR, how would you rate your
T
Т
      (**INSERT PRIMARY BRAND**)? Remember, you can use any number
T
      between 1 through 5.
T
                     (**ENTER 1-5, DK HERE**)
Т
Т
Q
T 2a2. How would you rate your (**INSERT SECONDARY BRAND**)?
Т
T
                     (**ENTER 1-5, DK HERE**)
```

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INPD 011670

```
Q
T \T
T 2b1.Using a scale of 1 to 5 where "1" means MILD FLAVOR
      and "5" means STRONG FLAVOR, how would you rate your
      (**INSERT PRIMARY BRAND**)? Any number between 1 through
      5 can be used.
Т
Т
Т
                      (**ENTER 1-5, DK HERE**)
Q
T \T
T 2b2. How would you rate your (**INSERT SECONDARY BRAND**)?
Т
                      (**ENTER 1-5, DK HERE**)
Т
Q
T \T
T 2c1.Using a scale of 1 to 5 where "1" means SIMPLE FLAVOR
      and "5" means COMPLEX FLAVOR, how would you rate your
Т
      (**INSERT PRIMARY BRAND**)?
Т
Т
                      (**ENTER 1-5, DK HERE**)
T
Q
T 2c2. How would you rate your (**INSERT SECONDARY BRAND**)?
Т
Т
                      (**ENTER 1-5, DK HERE**)
Т
Q
T \setminus T
T 2d1.Using a scale of 1 to 5 where "1" means EARTHY/WOODY FLAVOR
      and "5" means SWEET/FLORAL FLAVOR, how would you rate your
      (**INSERT PRIMARY BRAND**)?
T
Т
                      (**ENTER 1-5, DK HERE**)
Т
Т
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```

```
Q
T \T
T 2d2. How would you rate your (**INSERT SECONDARY BRAND**)?
T
                      (**ENTER 1-5, DK HERE**)
Т
Q
T \T
T 2e1. Using a scale of 1 to 5 where "1" means SHORT FINISH
      and "5" means LONG FINISH, how would you rate your
T
      (**INSERT PRIMARY BRAND**)?
T
Т
                      (**ENTER 1-5, DK HERE**)
Т
Q
T \T
T 2e2.And how would you rate your (**INSERT SECONDARY BRAND**)?
\mathbf{T}
                      (**ENTER 1-5, DK HERE**)
Т
0
T \T
T 2f1.Using a scale of 1 to 5 where "1" means SMOOTH, CREAMY FLAVOR
      and "5" means SPICY FLAVOR, how would you rate your
      (**INSERT PRIMARY BRAND**)?
T
Т
T
                      (**ENTER 1-5, DK HERE**)
Т
Q
T 2f2.And your (**INSERT SECONDARY BRAND**)?
Т
                     (**ENTER 1-5, DK HERE**)
T
```

Y4VX007-1

```
Q
T \T
\mathbf{T}
      Now I am going to read you a list of characteristics that may
      or may not describe the PHYSICAL APPEARANCE of your (**INSERT
Т
      PRIMARY BRAND**) and your (**INSERT SECONDARY BRAND**).
T
0
T \T
T 2gl. Using a scale of 1 to 5 where "1" means having a DARK WRAPPER
      and "5" means LIGHT WRAPPER, how would you rate your
      (**INSERT PRIMARY BRAND**)? You can use any number between
      1 to 5.
Т
Т
T
                       (**ENTER 1-5, DK HERE**)
Т
Q
T \T
T 2g2. How would you rate your (**INSERT SECONDARY BRAND**)?
Т
\mathbf{T}
                      (**ENTER 1-5, DK HERE**)
Т
0
T \T
T 2h1. Using a scale of 1 to 5 where "1" means having a LIGHT ASH
      and "5" means DARK ASH, how would you rate your
      (**INSERT PRIMARY BRAND**)? Again, you can use any number
Т
T
      between 1 through 5.
Т
T
                       (**ENTER 1-5, DK HERE**)
Т
Q
T \setminus T
T 2h2. How would you rate your (**INSERT SECONDARY BRAND**)?
Т
                      (**ENTER 1-5, DK HERE**)
T
T
```

```
Q
T \T
T 2i1.Using a scale of 1 to 5 where "1" means having a SMALL NARROW
      RING GAUGE and "5" means LARGE, THICK RING GAUGE, how would you
      rate your (**INSERT PRIMARY BRAND**)?
Т
Т
Т
                      (**ENTER 1-5, DK HERE**)
Т
Q
T \T
T 2i2. And how would you rate your (**INSERT SECONDARY BRAND**)?
                      (**ENTER 1-5, DK HERE**)
Т
Т
Q
T \setminus T
T 2j1.Using a scale of 1 to 5 where "1" means having a SHORT LENGTH
      and "5" means LONG LENGTH, how would you rate your
      (**INSERT PRIMARY BRAND**)?
Т
                      (**ENTER 1-5, DK HERE**)
Т
Т
0
T \T
T 2j2.And how would you rate your (**INSERT SECONDARY BRAND**)?
Т
                      (**ENTER 1-5, DK HERE**)
T
T
```

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```
Q
T \setminus T
T 2k1. Using a scale of 1 to 5 where "1" means having a TIGHT, FIRM
      DRAW and "5" means EASY DRAW, how would you rate your
      (**INSERT PRIMARY BRAND**)?
Т
Т
Т
                      (**ENTER 1-5, DK HERE**)
Т
Q
T \setminus T
T 2k2.And your (**INSERT SECONDARY BRAND**)?
T
                      (**ENTER 1-5, DK HERE**)
T
''SKIP TO Q.4
Q
T \T
T
      Now I am going to read you a list of characteristics that may
      or may not describe the FLAVOR of your (**INSERT PRIMARY
Т
Т
      BRAND**).
Q
T \T
T 3a. Using a scale of 1 to 5 where "1" means LIGHT-BODIED FLAVOR
      and "5" means "FULL-BODIED FLAVOR, how would you rate your
      (**INSERT PRIMARY BRAND**)? You can use any number between
Т
Т
      1 to 5.
T
Т
                      (**ENTER 1-5, DK HERE**)
Т
```

```
Q
T \T
T 3b. Using a scale of 1 to 5 where "1" means MILD FLAVOR
      and "5" means STRONG FLAVOR, how would you rate your
      (**INSERT PRIMARY BRAND**)?
Т
Т
                     (**ENTER 1-5, DK HERE**)
Т
Q
T \T
T 3c. Using a scale of 1 to 5 where "1" means SIMPLE FLAVOR
      and "5" means COMPLEX FLAVOR, how would you rate your
T
      (**INSERT PRIMARY BRAND**)?
Т
                     (**ENTER 1-5, DK HERE**)
Ţ
Т
Q
T 3d. And on a scale of 1 to 5 where "1" means EARTHY/WOODY FLAVOR
      and "5" means SWEET/FLORAL FLAVOR?
Т
T
Т
                     (**ENTER 1-5, DK HERE**)
Т
Q
T \T
T 3e. And on a scale of 1 to 5 where "1" means SHORT FINISH
      and "5" means LONG FINISH?
Т
                     (**ENTER 1-5, DK HERE**)
Т
T
```



Y4VX007-1

```
T \T
T 3f. And on a scale of 1 to 5 where "1" means SMOOTH, CREAMY FLAVOR
      and "5" means SPICY FLAVOR?
T
                      (**ENTER 1-5, DK HERE**)
T
T
Q
T \T
      Now I am going to read you a list of characteristics that may
T
      or may not describe the PHYSICAL APPEARANCE of your (**INSERT
Т
      PRIMARY BRAND**).
T
T
Q
T \setminus T
  3g. Using a scale of 1 to 5 where "1" means having a DARK WRAPPER
      and "5" means LIGHT WRAPPER, how would you rate your
      (**INSERT PRIMARY BRAND**)?
T
Т
                      (**ENTER 1-5, DK HERE**)
Т
Q
T \T
T 3h. And on a scale of 1 to 5 where "1" means having a LIGHT ASH
      and "5" means DARK ASH?
\mathbf{T}
                      (**ENTER 1-5, DK HERE**)
Т
Т
0
T \setminus T
T 3i. And a scale of 1 to 5 where "1" means having a SMALL NARROW
      RING GAUGE and "5" means LARGE, THICK RING GAUGE?
                      (**ENTER 1-5, DK HERE**)
```

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```
T \T
T 3j. And a scale of 1 to 5 where "1" means having a SHORT LENGTH
      and "5" means LONG LENGTH?
Т
                     (**ENTER 1-5, DK HERE**)
Т
Т
Q
T \T
T 3k. On a scale of 1 to 5 where "1" means having a TIGHT, FIRM
      DRAW and "5" means EASY DRAW?
Т
Т
                     (**ENTER 1-5, DK HERE**)
Т
Т
Q
 \T
      QUALITY, PRICE and AVAILABILITY are factors that may
      influence cigar purchasing. I would like you to divide 100
      points between QUALITY, PRICE and AVAILABILITY so I can
T
      understand the relative importance of each. If, for example,
T
      quality is more important to you than price and availability,
Т
      you would give more points to quality. You can give as many or
Т
      as few points as you like as long as the total equals 100.
T
      Let's start with (**INSERT FACTOR**). Out of 100 points, how
Т
      many points you would give (**INSERT FACTOR**).
T
Т
                        (**ENTER 0-100, DK HERE**)
Т
T
''RANDOM ROTATE
   "Quality", &
   "Price", &
   "Availability"; &
''(**IF TOTAL GIVEN Q.4 DOES NOT EQUAL 100, PROBE: THE TOTAL MUST
''EQUAL 100. CAN WE REVIEW? (RE-ASK Q.4**)
```

```
Q
T \T
T 5a. Now, on a scale of 1 to 5 where "5" means VERY SATISFIED and
      "1" means VERY DISSATISFIED, how satisfied are you with the
      QUALITY OF THE INGREDIENTS in your (**INSERT PRIMARY BRAND**)?
\mathbf{T}
Т
                      (**ENTER 1-5, DK HERE**)
Q
T \T
T 5b. And how satisfied are you with the QUALITY OF CONSTRUCTION for
      your (**INSERT PRIMARY BRAND**)?
Т
                     (**ENTER 1-5, DK HERE**)
T
Q
T \T
T 5c. And with the PRICE?
Т
Т
                     (**ENTER 1-5, DK HERE**)
T
Q
T \T
T 5d. And with the AVAILABILITY?
\mathbf{T}
T
                      (**ENTER 1-5, DK HERE**)
Т
```

```
''IF RESPONDENT'S SECONDARY BRAND IS 3 OR GREATER IN Q.4, ASK Q.6a -
''6d. OTHERWISE SKIP TO Q.7a.
Q
T \T
T 6a. Using the same scale of 1 to 5 where "5" means VERY SATISFIED
      and "1" means VERY DISSATISFIED, how satisfied are you with the
      QUALITY OF THE INGREDIENTS in your (**INSERT SECONDARY BRAND**)?
Т
T
Т
                     (**ENTER 1-5, DK HERE**)
T
Q
T \T
T 6b. And how satisfied are you with the QUALITY OF CONSTRUCTION for
      your (**INSERT SECONDARY BRAND**)?
                     (**ENTER 1-5, DK HERE**)
Т
Т
Q
T \T
T 6c. And with the PRICE?
Т
                     (**ENTER 1-5, DK HERE**)
Т
Q
T \T
T 6d. And with the AVAILABILITY?
Т
                     (**ENTER 1-5, DK HERE**)
Т
Т
```

''IF PERCENTS ARE EQUAL IN Q.10, PICK FIRST RESPONSE

```
Q
T \T
Т
      Now, I would like to talk about the price of your (**INSERT
      PRIMARY BRAND**) which you buy in (**INSERT HIGHEST PERCENTAGE
Т
      RESPONSE FROM Q.10**).
Т
T 7a. What price would be lower than you would expect to pay
      for (**INSERT PRIMARY BRAND**), but still a price you would
T
      consider it a bargain?
Т
Т
                      (**ENTER $.01-999.99, DK HERE**)
Т
Т
                         (**ENTER CENTS**)
Τ
Q
T \ T
T 7b. At what price would (**INSERT PRIMARY BRAND**) be so low that
Τ
      you would question the quality?
\mathbf{T}
Τ
                      (**ENTER $.01-999.99, DK HERE**)
Т
Т
                         (**ENTER CENTS**)
Т
Q
T \setminus T
T 7c. What price would be so high that you would not consider
Т
      purchasing (**INSERT PRIMARY BRAND**)?
Т
                      (**ENTER $.01-999.99, DK HERE**)
Т
Т
Т
                         (**ENTER CENTS**)
Т
```

```
Q
T\T
T 7d. And at what price would (**INSERT PRIMARY BRAND**) be higher
      than what you expected, but you would still consider purchasing
T
T
      it?
T
T
                     (**ENTER $.01-999.99, DK HERE**)
T
                        (**ENTER CENTS**)
T
T
''ASK Q.8a AND Q.8b IF PRIMARY BRAND IS DOMESTIC BRAND. SKIP TO Q.9a
''IF PRIMARY BRAND IS PREMIUM BRAND
''ASK Q.8a OF ALL BRANDS THAT ARE NOT THE RESPONDENTS PRIMARY OR
''SECONDARY BRANDS. ROTATE BRANDS.
Q
T \T
T 8a. Please tell me if you have EVER purchased any of the following
     brands?
Т
    1 01 White Owl
    2 02 Swisher
    3 03 Garcia y Vega
    4 04 Phillies
    5 05 Havatampa
    6 06 Dutch Masters
    7 07 Antonio y Cleopatra
    8 08 Backwoods
    9 09 El Producto
```

0 10 Muriel

++ 1 11 (**DNR**) None/DK

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```
Q
T \T
T 8b. I am going to read you a list of characteristics relating to
      cigars. For each characteristic, please tell me which, if any,
Т
      of the brands I read to you would be described by that
T
      characteristic. You may tell me as many or as few brands as
Т
      apply. Let's start with (**INSERT CHARACTERISTIC**).
T
      cigar brands, if any, does (**INSERT CHARACTERISTIC**) describe?
Т
T
      (**READ 6 RANDOM ATTRIBUTES FROM LIST, ENTER AS MANY AS APPLY**)
Т
Т
   "An Expensive Brand", &
   "Flavorful", &
   "Long lasting", &
   "A Quality Brand", &
   "Fresh", &
   "A Good value", &
   "For Serious smokers", &
   "For Social smokers", &
   "Trendy", &
   "Prestigious", &
   "Good for relaxing", &
   "Sophisticated"; &
    1 01 White Owl
    2 02 Swisher
   3 03 Garcia y Vega
   4 04 Phillies
   5 05 Havatampa
   6 06 Dutch Masters
   7 07 Antonio y Cleopatra
   8 08 Backwoods
   9 09 El Producto
   0 10 Muriel
++ 1 11 (**DNR**) None/DK
''SKIP TO SECTION D
```

''ASK Q.9a OF ALL BRANDS THAT ARE NOT THE RESPONDENTS PRIMARY OR ''SECONDARY BRANDS. ROTATE BRANDS.

Q T\T

T 9a. Please tell me if you have EVER purchased any of the following

T brands?

T Randomize

- 1 01 Macanudo
- 2 02 Arturo Fuente
- 3 03 Partagas
- 4 04 Cohiba
- 5 05 Avo
- 6 06 Ashton
- 7 07 Davidoff
- 8 08 Hoyo de Monterrey
- 9 09 Punch
- 0 10 Temple Hall Estates
- ++ 1 11 (**DNR**) None/DK

```
T \T
T 9b. I am going to read you a list of characteristics relating to
      cigars. For each characteristic, please tell me which, if any,
      of the brands I read to you would be described by that
T
T
      characteristic. You may tell me as many or as few brands as
      apply. Let's start with (**INSERT CHARACTERISTIC**).
Т
      cigar brands, if any, does (**INSERT CHARACTERISTIC**) describe?
T
T
      (**READ 6 RANDOM ATTRIBUTES FROM LIST, ENTER AS MANY AS APPLY**)
T Randomize
   "An Expensive Brand", &
   "Flavorful", &
   "Long lasting", &
   "A Quality Brand", &
   "Fresh", &
   "A Good value", &
   "For Serious smokers", &
   "For Social smokers", &
   "Trendy", &
   "Prestigious", &
   "Good for relaxing", &
   "Sophisticated"; &
    1 01 Macanudo
    2 02 Arturo Fuente
    3 03 Partagas
    4 04 Cohiba
    5 05 Avo
    6 06 Ashton
    7 07 Davidoff
    8 08 Hoyo de Monterrey
    9 09 Punch
    0 10 Temple Hall Estates
++ 1 11 (**DNR**) None/DK
```

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SECTION D = ATTITUDES, INFO. SOURCES, ADVERTISING, ACCESSORIES T \T T 1. I am going to read you several statements that you may or may T not agree with. For each statement, please tell me if you AGREE T STRONGLY, AGREE SOMEWHAT, DISAGREE SOMEWHAT or DISAGREE Т STRONGLY to that statement. Let's start with Т (**INSERT STATEMENT**). Would you say you (**INSERT SCALE**)? Т Т (**READ 8 RANDOM ATTRIBUTES FROM LIST, ENTER ONE RESPONSE ONLY**) ''RANDOM ROTATE ''EACH RESPONDENT ONLY GETS 8 STATEMENTS. ROTATE STATEMENTS USED. "Cigar smoking is not as bad for your health as is cigarette smoking", & "If my friends stopped smoking cigars, I probably would too", & "I am now smoking better-quality cigars than I used to", & "Cigars have become too expensive, so I'm now smoking less expensive alternatives", & "I frequent cigar-friendly restaurants and bars in my area", & "Cigars have become too expensive, so I'm smoking fewer cigars than I used to", & "The general public is now more tolerant of cigar smoking than it used to be", & "I want to quit or cut down on my cigar smoking for health reasons", & "I often use cigars as a means of developing camaraderie with business associates", & "The brands I smoke have changed because I've had difficulty finding certain cigars", & "If the ban on Cuban cigars in the U.S. is lifted, prices for premium cigars will fall", & "No matter how they're wrapped, cigars will dry out quickly unless kept in a humidor", & "The cigars I buy are always very fresh and in top condition", & "I don't smoke cigars inside my home"; & 1 01 Agree Strongly 2 02 Agree Somewhat 3 03 Disagree Somewhat 4 04 Disagree Strongly

-X 05 (**DNR**) Don't know

```
Q
T \T
T 2a. Thinking about the various sources of information available
      about cigars, which of the following have you looked to for
T
      reference?
Т
Т
                 (**READ LIST, ENTER ALL THAT APPLY**)
T
T
    1 01 Cigar books and/or guides
    2 02 Cigar Aficionado Magazine
    3 03 The Internet
    4 04 Smoke Magazine
    5 05 Tobacconists/Smoke shop personnel
    6 06 Friends, relatives and/or business associates
    7 07 (**DNR**) None of these
   -X 08 (**DNR**) Don't know
''IF CODE "02" OR "04" IN Q.2a, ASK Q.2b. OTHERWISE SKIP TO Q.2d
''IF CODE "03" IN Q.2a, ASK Q.2c. OTHERWISE SKIP TO Q.2d
''IF CODE "07" OR "08" IN Q.2a, SKIP TO Q.3a
Q
T \setminus T
T 2b. Do you currently subscribe to (**INSERT RESPONSE FROM Q.2a**)?
    1 01 Yes
    2 02 No
Q
T \T
T 2c. You mentioned that you have gotten information about cigars on
      the Internet. Which website, in your opinion, has been
T
      the most informative and useful to you in obtaining information
Т
      about cigars?
T
Т
                          (**ENTER RESPONSE HERE**)
Т
Т
```

```
''IF 2 OR MORE MENTIONED IN Q.2a, ASK Q.2d. OTHERWISE SKIP TO Q.3a
Q
T \T
T 2d. You mentioned that you have referred to (**INSERT RESPONSES FROM
      Q.2a**) to obtain information about cigars. Which of these
\mathbf{T}
Т
      information sources do you think has the most reliable
Т
      information?
Т
                    (**ENTER RESPONSE HERE**)
Т
                     (**REPEAT LIST IF NEEDED**)
Т
''IF MORE THAN 2 MENTIONED IN Q.2a, ASK Q.2e, OTHERWISE SKIP TO Q.3a
Q
T \T
T 2e. Which would you say is the second-most reliable source?
Т
                    (**ENTER RESPONSE HERE**)
Т
Т
                     (**REPEAT LIST IF NEEDED**)
Q
T \T
T 3a. Which of the following cigar accessories do you currently own?
T
Т
                (**READ LIST, ENTER AS MANY AS APPLY**)
\mathbf{T}
    1 01 Humidor
    2 02 Humidification system
    3 03 Cigar cutter
    4 04 Cigar ashtray
    5 05 Cigar lighter
    6 06 Cigar holder
    7 07 Travel humidor
    8 08 (**DNR**) None
```

```
T \T
T 3b. Which of the following do you plan on buying or replacing in the next 12 months?
T
''SAME AS Q.3a

Q
T \T
T 4a. Do you remember seeing or hearing any advertising for cigars in the PAST 2 MONTHS?
T

1 01 Yes
2 02 No
1'(**CONTINUE**)
2 02 No
1'(**SKIP TO Q.5**)
-X 03 (**DNR**) Don't know
''(**SKIP TO Q.5**)
```

Y4VX007-1

Q T\T

```
T 4b. Where did you see or hear the cigar advertising in the past
      2 months?
T
                (**DO NOT READ LIST, ENTER ALL THAT APPLY**)
    1 01 Newspaper
    2 02 TV
    3 03 Radio
    4 04 Trade Magazine
    5 05 News Magazine
    6 06 Fashion Magazine
    7 07 Billboards
    8 08 Bar/Pub
    9 09 Other ''(**SPECIFY**)
++ -X 10 (**DNR**) Don't know
Q
T\T
T 4c. Can you remember what brand(s) were being advertised?
Т
T
                 (**DO NOT READ LIST, ENTER ALL THAT APPLY**)
Т
\mathbf{T}
                     (**MAXIMUM OF 10 RESPONSES**)
Т
''SAME AS SECTION B, Q.1a1
Q
T \T
T 5. Have you recently heard of a cigar club called "Club Macanudo"?
Т
    1 01 Yes
    2 02 No
   -X 03 (**DNR**) Don't know
```

SECTION E = SMOKER DEMOS

```
T \T
T
      The following questions are for classification purposes
T
      only.
T
Q
T \T
T 1. (**INTERVIEWER: RECORD SEX**)
    1 01 Male
    2 02 Female
Q
T \T
      Would you be considered the (**INSERT SEX FROM Q.1**) head of
      your household?
Т
    1 01 Yes
    2 02 No
T \T
      Which of the following categories best represents your age? You
Т
      can stop me when I reach your category.
T
                     (**READ LIST, ENTER ONE RESPONSE**)
T
    1 01 18-24 years old
    2 02 25-34 years old
    3 03 35-44 years old
    4 04 45-54 years old
    5 05 55-64 years old
    6 06 65-74 years old
    7 07 75+
   -X 08 (**DNR**) Refused
```

```
'ASK Q.4-Q.7 ONLY IF NO "02" IN Q.2. OTHERWISE SKIP TO Q.8.
Q
T \setminus T
T 4. Are you...?
                       (**READ LIST, ENTER ONE RESPONSE**)
T
Т
    1 01 Never married
    2 02 Married
    3 03 Divorced or separated
    4 04 Widowed
   -X 05 (**DNR**) Refused
Q
T \T
T 5. What is your current employment status? Are you...?
T
                 (**READ LIST, ENTER ONE RESPONSE**)
Т
    1 01 Employed full time (that is, 30 hours a week or more)
    2 02 Employed part time (that is, less than 30 hours a week), or
    3 03 Self employed
    4 04 Retired
                                           ''(**SKIP TO Q.7**)
                                           ''(**SKIP TO Q.7**)
    5 05 Homemaker
                                           ''(**SKIP TO Q.7**)
    6 06 Not employed
                                           ''(**SKIP TO Q.7**)
    7 07 Student (employed full-time)
                                           ''(**SKIP TO Q.7**)
    8 08 Student (employed part-time)
                                           ''(**SKIP TO Q.7**)
    9 09 Student (not employed)
                                           ''(**SKIP TO Q.7**)
   -X 10 (**DNR**) Refused
```



```
\T
6.
   Which of the following categories best represents your
    occupation?
             (**READ LIST, ENTER ONE RESPONSE**)
  1 01 Professional/technical
  2 02 Proprietor/manager or official (excluding farm)
  3 03 Clerical or similar worker
  4 04 Sales workers
  5 05 Craftsman or foreman (skilled)
  6 06 Other production worker operatives (unskilled)
  7 07 Service
  8 08 Military/Armed Forces
  9 09 Farm (owner, manager)
  0 10 Farm (laborers, foreman)
  X 11 Student
  Y 12 Private household worker (Domestic)
   Service workers
  2 14 Laborer
 3 15 Other ''(**SPECIFY**)
 -X 16 (**DNR**) Don't know
\T
7. What was the highest level of school you completed?
            (**READ LIST, ENTER ONE RESPONSE**)
  1 01 Eighth grade or less
  2 02 Some high school
  3 03 Completed high school
  4 04 Trade school or vocational school beyond high school
  5 05 1-3 years of college
  6 06 Completed college
  7 07 Graduate or professional school
  8 08 Completed graduate or professional school
```

-X 09 (**DNR**) Refused

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309

AND			
In the matter of the Trademark For the mark COHIBA Date registered: June 6, 1995	C		
EMPRESA CUBANA DEL CUBATABACO,	TABACO, d.b.a.	x : :	
V.	Petitioner,	: : :	Cancellation No. 92025859
GENERAL CIGAR CO., INC		: :	
	Respondent.	: : x	

PARTY: RESPONDENT

For the mark COHIBA

Date registered: February 17, 1981

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 33

HILL & BARLOW

SETH B. KOSTO DIRECT LINE: 617-428-3273 SKOSTO@HILLBARLOW.COM

November 29, 2001

VIA FEDERAL EXPRESS

Elena C. Norman, Esq. Latham & Watkins 885 Third Avenue, Suite 1000 New York, NY 10022-4802

Re:

Empresa Cubana del Tabaco d/b/a CubaTabaco v. Culbro Corp. & General

Cigar Co., 97 Civ. 8399 (RSW)

Third Party Subpoena to Bain & Company, Inc.

Dear Elena:

As I mentioned to you over the telephone this afternoon, I represent Bain & Company ("Bain") in connection with a November 19, 2001 subpoena issued to Bain by the plaintiff in the above-referenced matter.

I enclose for your review documents in Bain's possession that appear to be responsive to this subpoena. (The documents are Bates-stamped BAIN 00001 to BAIN 00385 on their reverse sides for ease of discussion.) I have reviewed the confidentiality order in the case, and I anticipate that any documents Bain produces will be stamped "confidential" pursuant to that order.

Please contact me at your earliest convenience if you or your client believe that certain documents should be withheld from production. Bain will look to your client for indemnification of its costs in responding to the subpoena.

Thank you for your cooperation in this matter.

Sincerely,

Seth B. Kosto

Enclosures

cc:

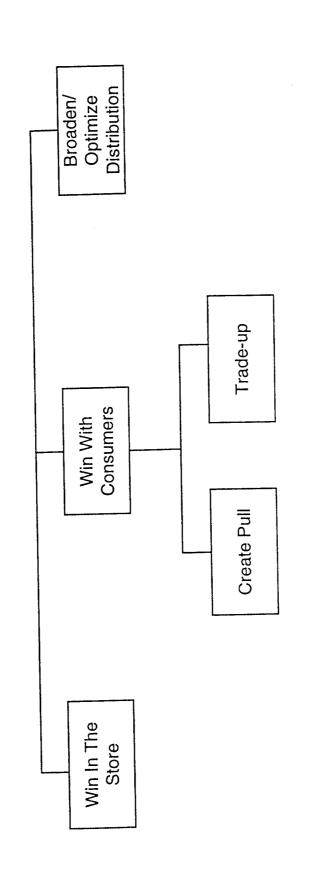
Graham F. Luce, Esq. Stephany E. Phelps, Esq.

DEFENDANT'S EXHIBIT

D 33

Premium Growth Strategy





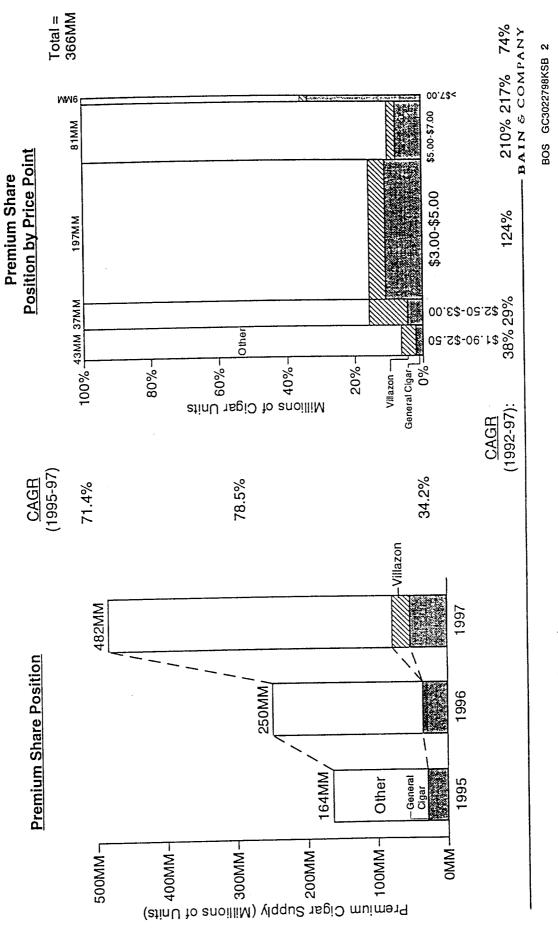
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BOS GC3031398MRA 1

Premium Cigar Market Profile

(1997)

General Cigar holds 16% of the premium cigar market.



Source: CAA Survey of Manufacturers; Wheat First Butcher Singer; General Cigar Market & Consumer Research, Note: Villazon share based on General Cigar estimates.

1997; General Cigar Sales Database; Bain Analysis

The second second



"Don Nobody" Opportunity

As the second tier brands shake-out, it's worth at least \$8MM p.a. of contribution to General Cigar to capture more than its fair share of sell through.

BAIN & COMPANY General Cigar Contribution from Capturing GC captures GC captures 75% of available Share of Second Tier Participants \$33MM 50% of available \$22MM fair share \$8MM 7 (Millions of dollars): General Cigar Variable Contribution \$10--0\$ \$407 Number of cigars 350MM 1997 Premium Cigar Market Position 1996 250MM brands 1995 64 MM Top Premium Cigars Sales 40% 40%-100%-% 80%

Note: Fair share refers to General Cigar share of top brand market Source: CAA, Wheat First Butcher Singer; General Cigar Financials; Bain Analysis

BOS GC3022798SGA 16



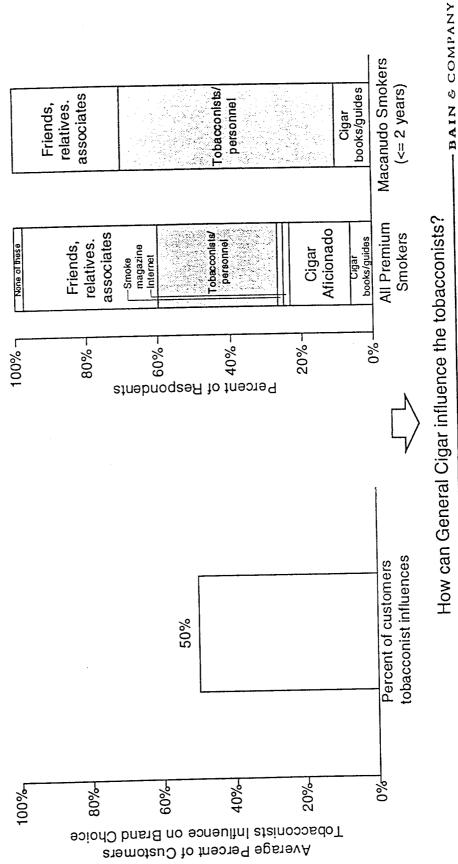
Tobacconist Impact on Consumer Brand Choice

Tobacconists influence a large share of consumer premium cigar purchases at retail.

Tobacconists Survey

Consumer Survey

Q?: What is your primary source of information?



Source: Retailer Interviews, n=130; General Cigar Trade Interviews

BOS GC3021998SGA

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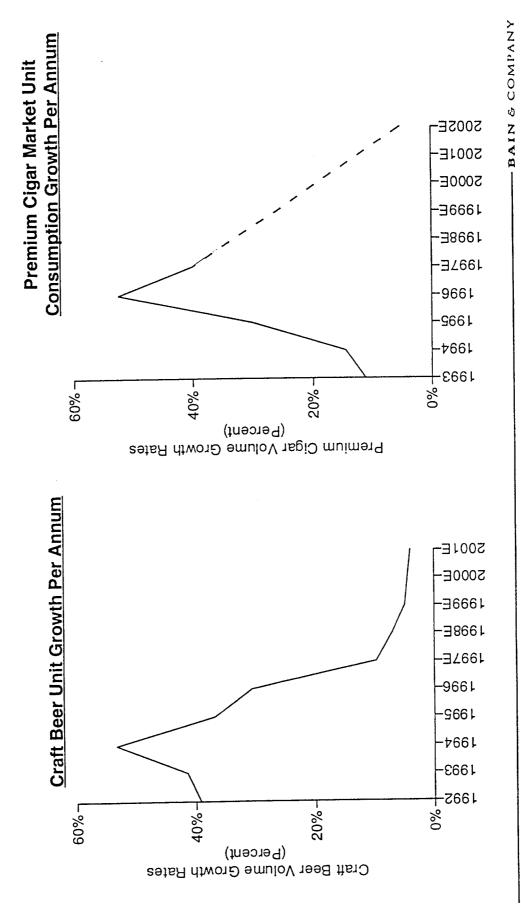
Percent of TV Households with VCR

Penetration Curve Examples

Penetration curve analysis can closely



Premium Cigar Market Growth Forecast (Craft Beer Analogy)

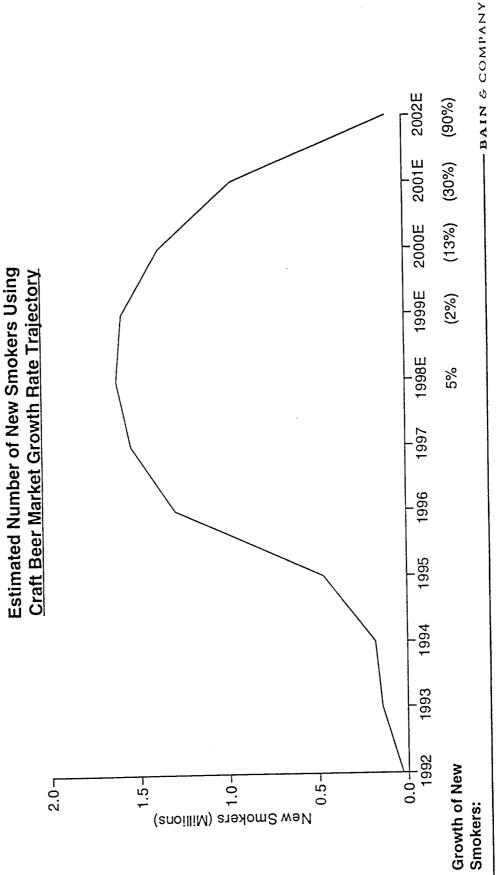


Source: General Cigar Consumer Research; CAA; RS Weinberg of Associates; Impact; Nielsen IRI; Donaldson, Lufkin and Jenette; Bain Analysis

BOS GC3022798KSC 3



Forecasted New Premium Smokers (1992-2002E)



Source: General Cigar Consumer Research; CAA; RS Weinberg of Associates; Impact; Nielsen IRI; Donaldson, Lufkin and Jenrette; Bain Cigar Market Model

BOS GC3022798KSC 4



Market Model Implications (Market Level)

A slow down in the growth of cigar sales due to fewer new smokers will have significant implications.

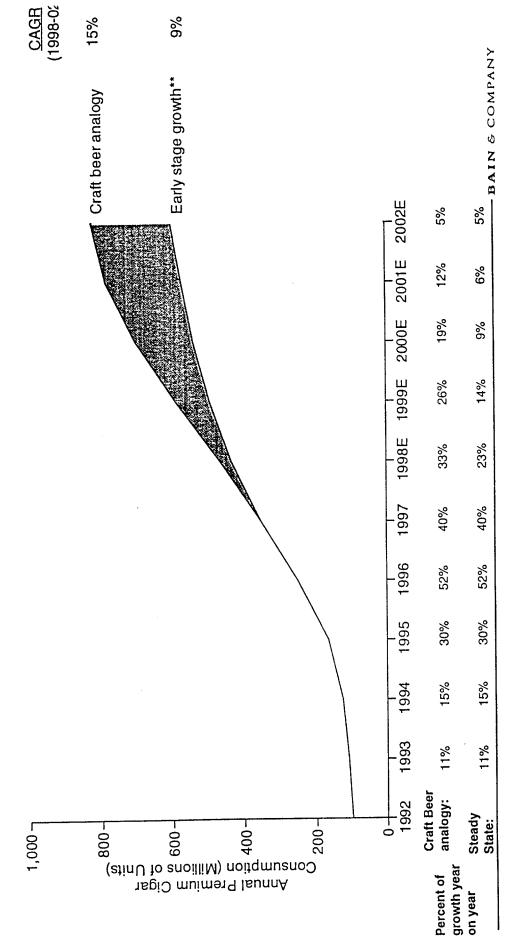
Implications

- Consumer Profile
- average smoking tenure will climb
- average knowledge/experience with cigars will increase
- price sensitivity will increase due to increased knowledge
- greater proportion of consumers will favor mail order channel
 - stronger cigars will become more preferred
- Competitive profile
- weaker brand names will lose distribution
- shakeout of weaker brands will likely put short term price pressure on strong brands
 - -weaker smoke shops will close, mail order market share will grow
- price growth will return to historic trends after short term pressure
- surviving manufacturers will pull back on capacity and expansion and become more tentative with: marketing, advertising, and sales

Opportunity for General Cigar

- Direct marketing to capture consumers, continuity programs
- Partner with mailorder without jeopardizing tobacconists position
- Short term opportunity to seize available market share
- Bold investment for leadership while others are tentative (acquisition, advertising, trade programs)





**Based on average growth rate during1992-1995 Source: General Cigar Consumer Research; CAA; Bain Cigar Market Model

BOS GC3022698EZA 6



PRELIMINARY

Market Evolution Implications (General Cigar Strategy)

Alternative Market Scenarios

Market

Rapid decline; market shrinks

scenarios:

"Circle the wagons"

ပ္ပ

Strategies: • Focus on core products/channels for

 Dramatically lower cost structure at all levels

all investments

growth vs. past 4
years
"Go on the

Robust but lower

 Increase investment to step-up competitive intensity significantly
 consumer level

offensive"

trade levelDrive market

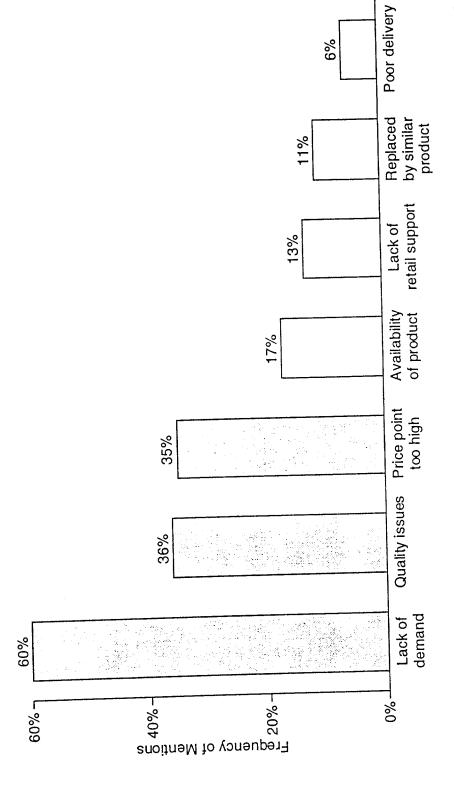
consolidation

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Retailer Reasons for Delisting Cigars

Retailers we surveyed say that they have begun dropping secondary brands. Lack of brand recognition followed by interior price/value relationship are key drivers of retailers delisting cigars.



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BOS GC3021998SGA 7

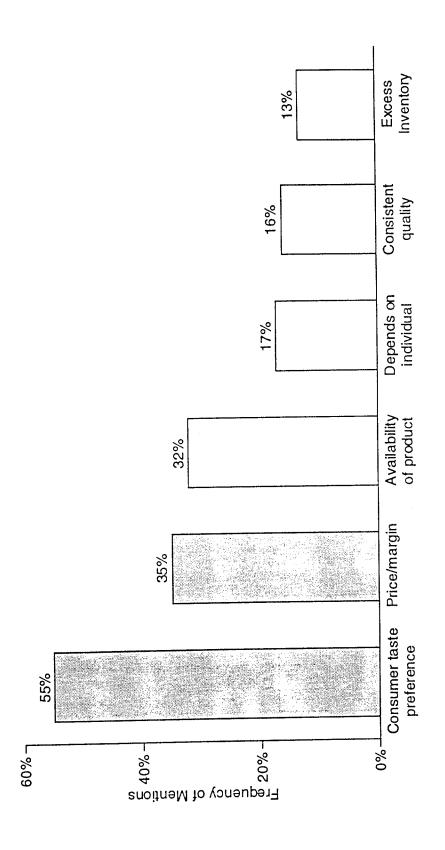
Note: 72 responses out of 130 survey respondents

Source: Retailer Interviews



Retailer Reasons for Recommending Cigars (New Smokers)

Beyond the taste profile, price point/margins are the leading reason why a retailer recommends a specific cigar.



Note: 113 responses out of 130 survey respondents Source: Retailer Interviews

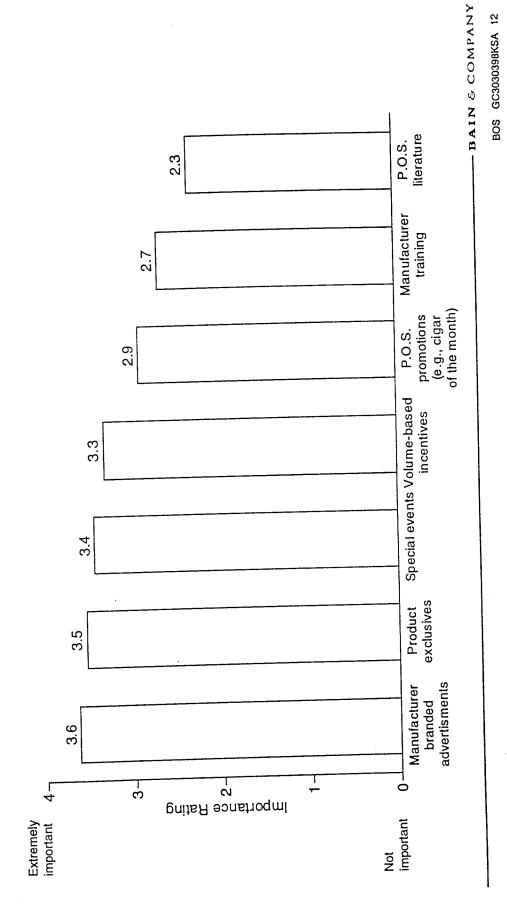
BOS GC3021998SGA 6

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Relative Value of Manufacturer Support

Q?: How important are each of the following manufacturer support programs?

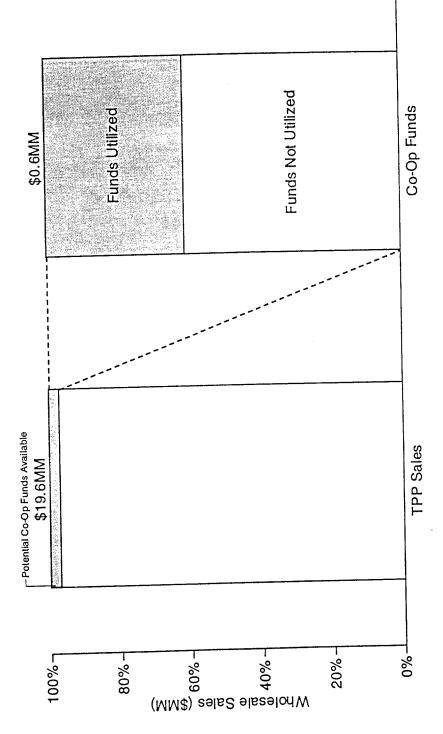


Source: Retailer Interviews



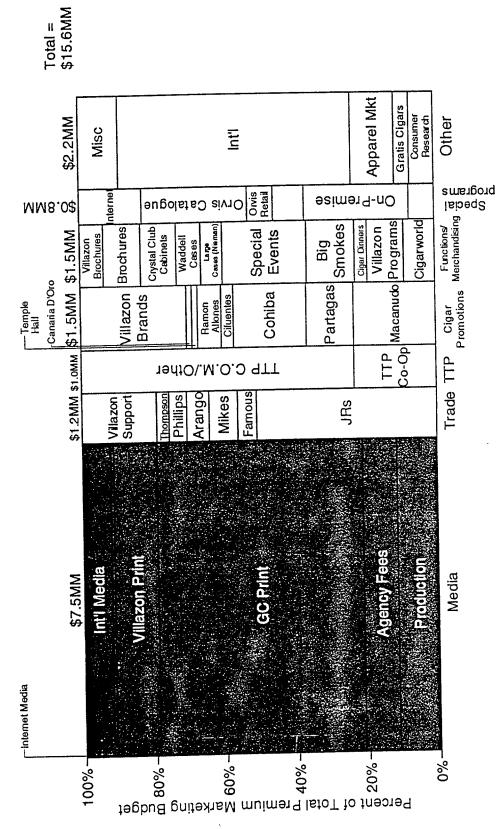
TPP Retailer Co-op Participation (1997)

Approximately 40% of the available TPP Co-op funds were utilized in 1997



BOS GC302169CHA2 3

Premium Marketing and Trade Budget (1998)





Source: 1998 Marketing Budget; 9/11/97

BOS GC302169CHA2 4

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Example Category Growth Analogies

Craft Beer

Bagels

Premium wine

Toys

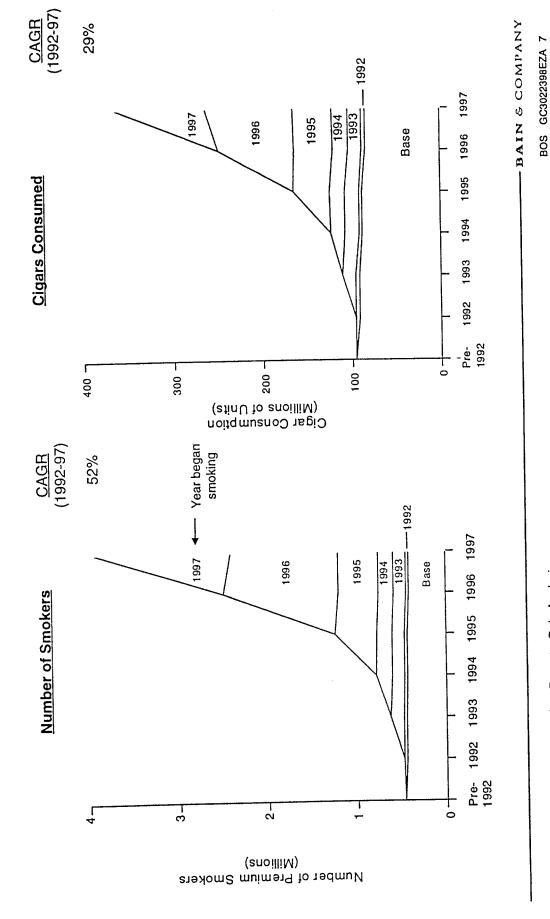
Single malt scotch

Frozen yogurt

Premium coffee



Premium Smokers and Consumption Growth (1992-1997)





Premium Retailer Survey/Interviews

Learning

- The current trade programs (e.g. TPP) have outlived their utility:
 - cigar of the month has not increased volume
- TPP designation viewed largely as an allocation prioritization
 - merchandising material not tailored to retailer needs; too
- Most of all retailers value driving store traffic
- In return for value-added programs, retailers would be willing to provide incremental, premium shelf space; in-store promotions and brand recommendations
- None of the manufacturers has differentiated themselves with retailer support/programs
- Retailers are very concerned about GC and other manufacturer's distribution strategies for their brands
- Retailers believe consumers want the "best" value cigar that matches their taste profile

Source: Retail Tobacconists Survey; Retailer Interviews

Implication

- TPP needs to be fundamentally redesigned
- retailer selection
- volume-incentives
- performance metrics/monitoring
- tailored co-op
- Huge pay-off to creating the right trade program
- Opportunity for General Cigar to move first
- Decide optimal distribution for brands/frontmarks
 - ubiquitous
- limited (tobacconists, mail-order)
- exclusives
- Limit price growth to selected frontmarks

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Winning the "War in the Store"

Category leaders have successfully employed fundamental strategic principles in developing innovative, pre-emptive programs to fight the "war in the store".

Superior Retail Presence

Superior Relationship with Retailers

Superior Cost Position

Philip Morris • Incomplete Incomp

Incented stores to carry full line and for shelf space and strategic display via high back-end bonus payment

 Ensured availability of highest volume (and profit) brands

 Qualified the <u>optimal retailers</u> for program opportunities

Paid for desired behavior

Outcome-oriented metrics enabled

direct tracking of performance

PM Sales reps could leverage their time towards expanded category management selling

 Used retail data to implement improved retailer profitability Also used retail <u>data</u> to <u>identify</u> trends requiring competitive action

 Basic program rules were simple, enabling focused selling/service

Use scale to create fixed cost trade incentives that smaller competitors can not match

Key learning: - BAIN & COMPANY



Retail Trade Program Structure Traffic Builders Co-op advertising Special holiday promotions Profit Expansion Volume incentive Shelf payments Merchandising compliance Share of shelf > share of Price position leadership Retailer Requirements Premium position sales LLUSTRATIVE Tiers 1. Silver 2. Gold

Goal is to make retailers our partners and invest for us and share upside

Unique SKU's

Back-end bonus

payments

Volume, share growth

Invest in fixtures

3. "Platinum" retailers

Level 2 &

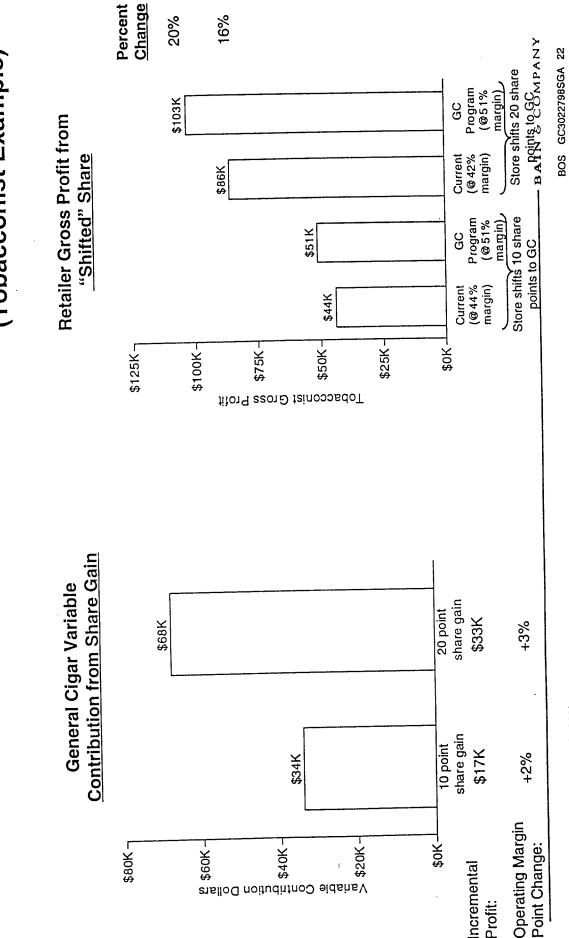
Level 1 &

- Give retailers choice as to the level of participation not everyone will want (and we don't want them to be) "platinum" retailers
- Retailers will try to play manufacturers off each other to get the best of everybody get them to invest
- Our program if the "platinum" retailers take the whole package should mean diminishing returns from partnering with anyone else

Question?: What could this mean economically for the retailer?

-BAIN & COMPANY BOS GC3031398MRA 2

Retailer Margin Impact of Volume Incentive (Tobacconist Example)

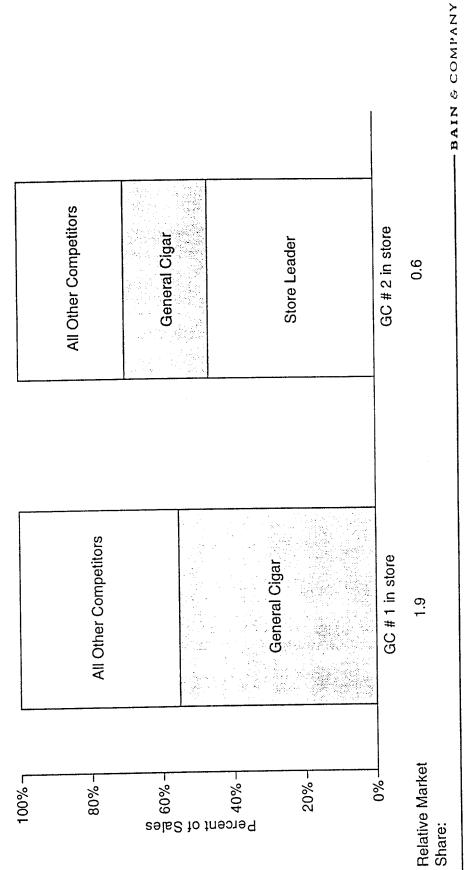


Note: Operating Margin currently 29%. Source: Retailer Interviews; General Cigar Financials; Bain Profitability Model; Bain Analysis



General Cigar Share At Retail

General Cigar has a strong relative market share in stores where it is the leading supplier.



Source: Retailer Interviews



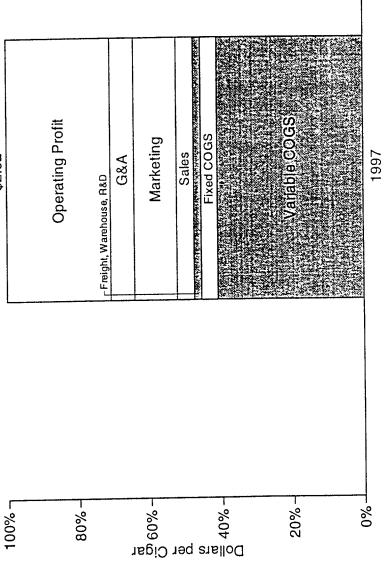
General Cigar Premium Cigar Profitability (1997)

Variable costs

Operating contribution: 29%

\$2.02

Variable contribution: 57%



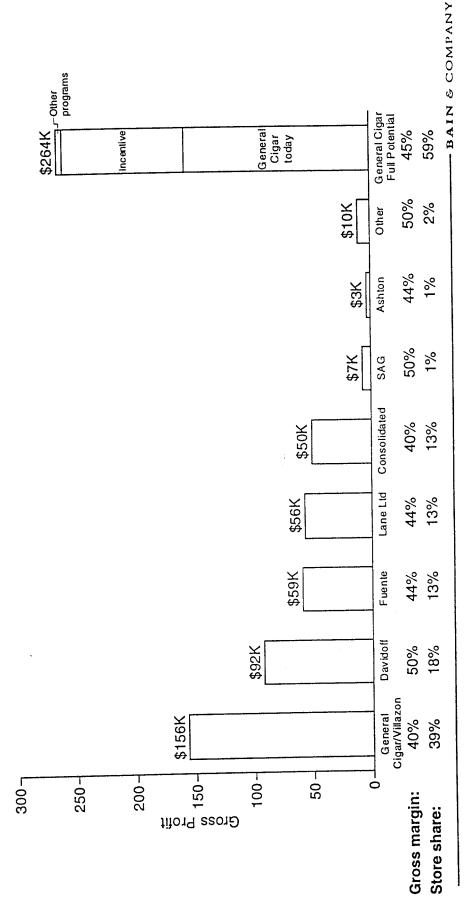
-BAIN & COMPANY

BOS GC3030598SGB 1



Tobacconist Economics (Specific Store Example)

Overall, General Cigar represents 36% of the retailer's gross margin pool and is 1.7 times the next largest competitor.



Source: Retailer Survey, n=130; Retailer Interviews

BOS GC3022798SGA 13



Trade Program Design

objectives with General Cigar's objectives and desired behavior. It's critical to design the program to align the tobacconist's

General Cigar Trade Program Objectives

- High volume growth (sell-through)
- Higher relative market share of store sales
- Share of shelf > share of sales
- Superior/differentiated POS presentation

Tobacconist Objectives

- High store traffic, maximize category profit
- Wide selection of product
- Maximize GMROI
- Consistency with store design
- Minimize effort to set up and maintain merchandising

General Cigar Desired Behavior

- Recommend General Cigar brands
- Grow General Cigar at expense of other large brands
- High shelf allocation
- Strategic space
- Compliance with merchandising



Trade Program Design Key Issues

How many top tier retailers are required to maximize the value of the franchise?

What are the most effective levers to build store traffic?

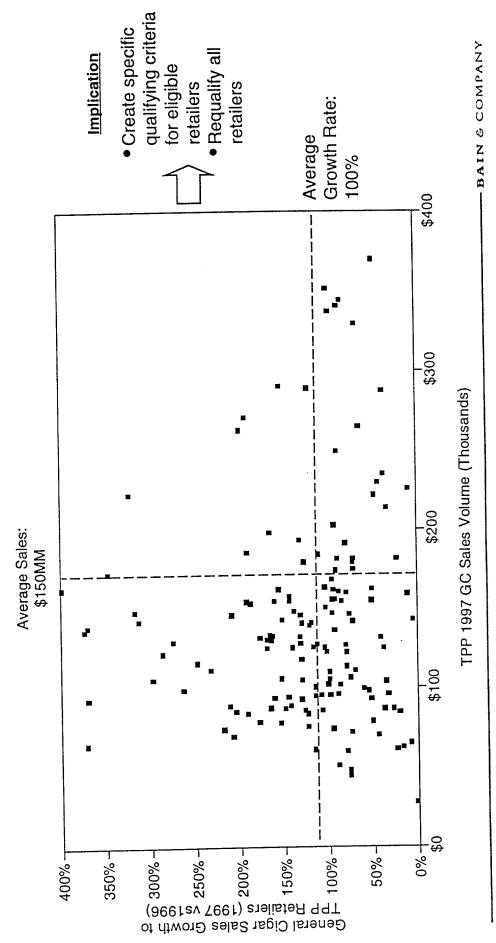
How can you measure results and police the program?

What are <u>our</u> specific <u>objectives</u> and desired behavior?



TPP Retailer Growth vs Size Distribution

TPP retailers span a wide range of size and growth rates Performance varies widely as well. to General Cigar.



Source: General Cigar Customer Sales database 1996, 1997

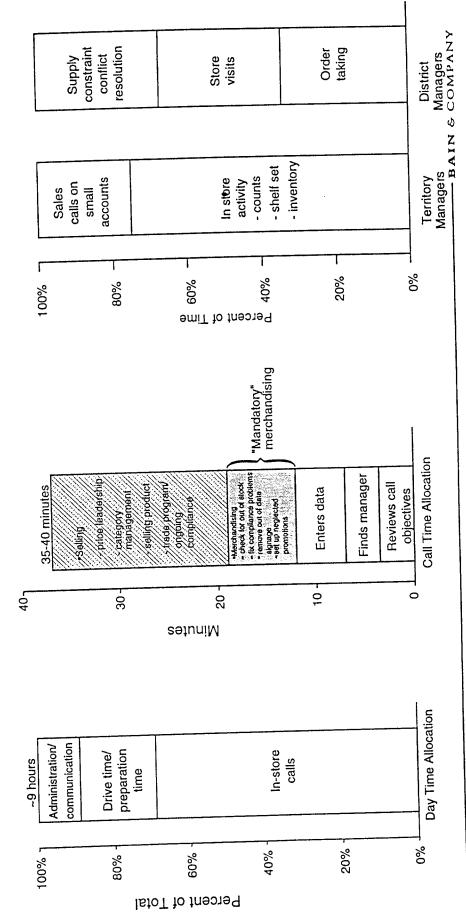


Sales Force Role

Implementing the new trade program will require fundamental redesign to the job of the field salesforce.

Ideal Salesforce Time Allocation

GC Salesforce (Preliminary)



Source: Sales Force Interviews; Retailer Interviews; Bain Experience

BOS GC3022798KSA 11



TPP Program Design Next Steps

Design the optimal program structure and specific retailer requirements and rewards

Back input into design from the retailer advisory board

Test at retail alternative positioning and merchandising program

• Define the specific outcome oriented metrics to measure performance

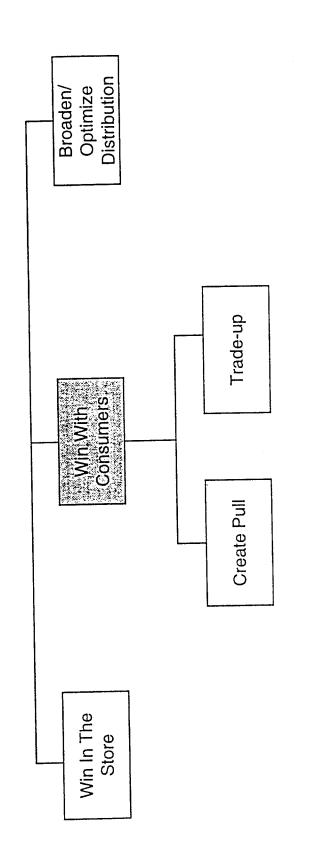
Model the economic implications to the retailers and General Cigar

Develop criteria for eligibility into each program tier

BOS GC3031398MRA

Premium Growth Strategy





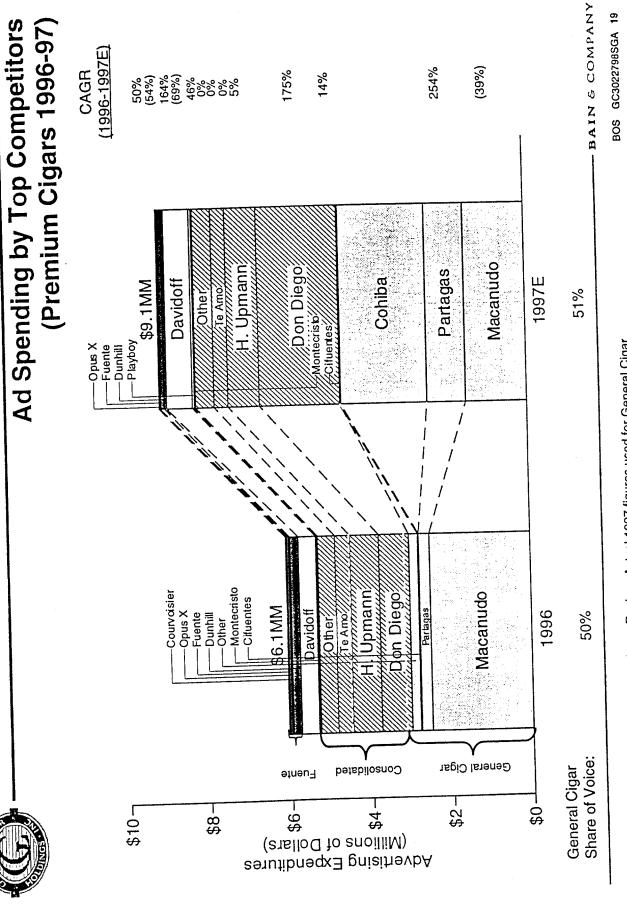
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BOS GC3031398MRA 1



Premium Marketing Mix Optimization (Advertising Key Issues)

- Is the level of spending adequate overall?
- Is the spending efficient?
- Have we created unique/defined images with consumers for each major brand?
- Would two "mega brands" be more effective than many small brands?



Source: LNA, 1996; General Cigar Cost Report; 1998 General Cigar Business Review; McCaffery Ratner Gottlieb Note: 1997 estimates based on GC Business Review; Actual 1997 figures used for General Cigar

& Lane; Bain Analysis



Relative Ad Spend Percent of Sales

General's advertising may be low -- even versus direct comparables. Comparison to other consumer products companies suggests

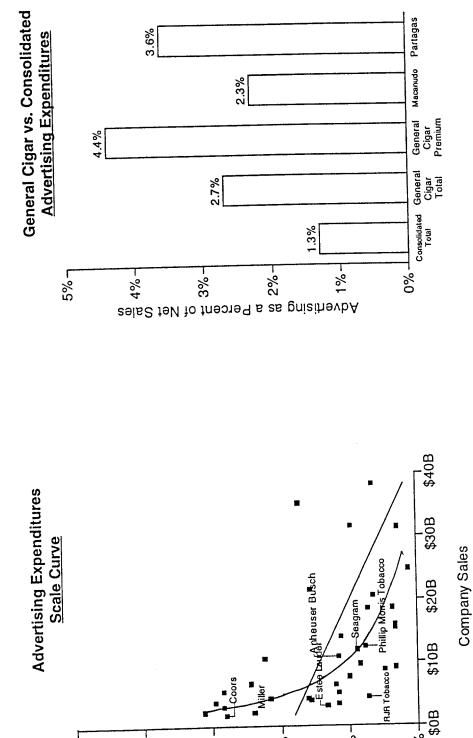
13%7

10%-

-%8

Advertising as a Percent of Sales

2%:



3%-

Note: Includes domestic & premium sales. Advertising includes measured media spending; excludes special promotions, direct mail, and co-op. RJR and Phillip Morris domestic tobacco only.

Source: Advertising Age 1997; Company Reports, Analyst Reports

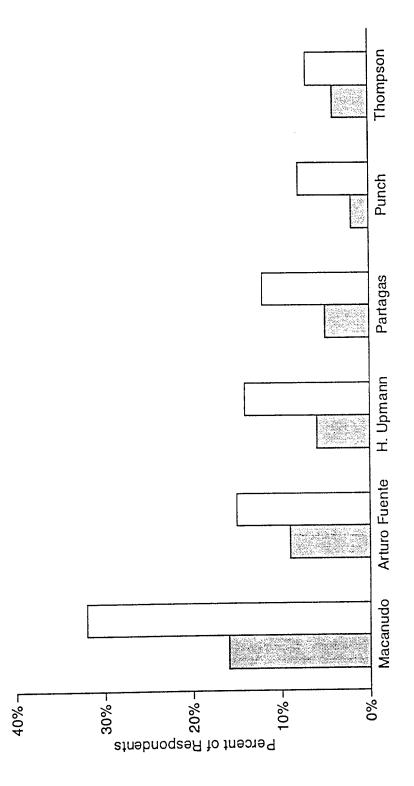
BOS GC3022798SGA

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Premium Cigar Brand Awareness

Macanudo has the leading unaided brand awareness though Fuente has achieved the second highest with 1/20 the spending of Macanudo.





Source: General Cigar Consumer Research

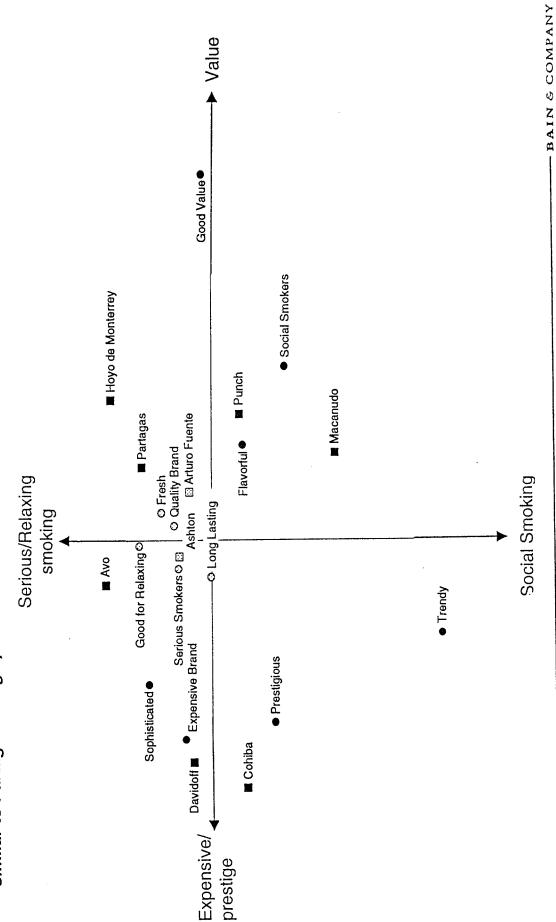
BOS GC3022698EZA 5

BAIN & COMPANY



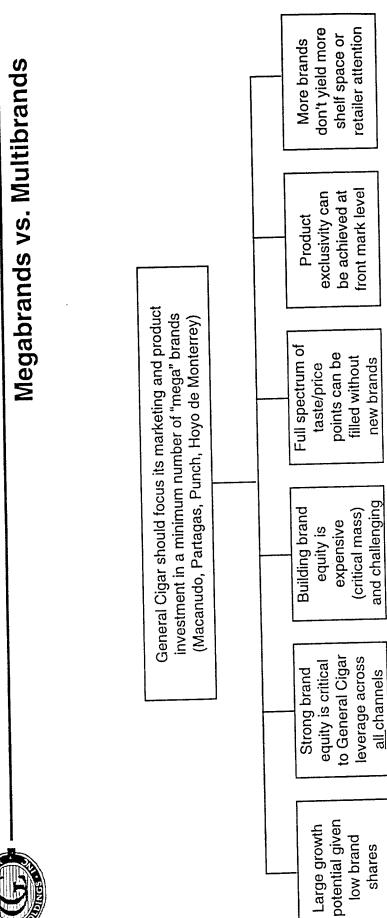
Premium Cigar Consumer Perceptual Map

clear image amongst consumers; Punch is viewed as a flavorful social cigar; Hoyo de Monterrey is Consumer perceive Macanudo to be more of a trendy Cigar for social smokers; Partagas lacks a similar to Partagas though perceived as a better value.



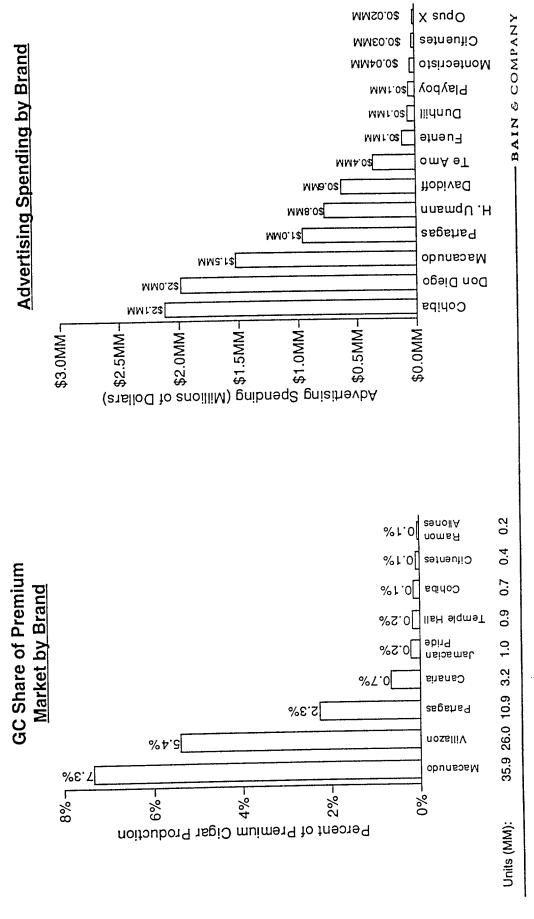
Winning Consumer





BAIN & COMPANY

Premium Market Share vs. Ad Spending



Source: General Cigar Sales Database; CAA; Analyst Reports; LNA 1996; 1998 General Cigar Business Review; General Cigar Market & Consumer Research, 1997; McCaffery Ratner Gottlieb & Lane Note: Villazon share based on General Cigar estimates.

BOS GC3022798KSB 14

Winning The Consumer



Pepsi Stuff Loyalty Program:

• Description:

"Get the Stuff" - Collect points on bottles and multi-packs of Pepsi, Diet Pepsi, and Mountain Dew; send in the points with a catalog order form plus shipping and handling. Support number 1-888-777-3774.

• Features:

points required to enter): Dream vacations/sports lessons from stars such as Andre Agassi and Shaquile O'Neil Catalog prizes ranging from hats to T-shirts, to sunglasses, to sports gear. Fantasy Features sweepstakes (no

the program that reached 30 million participants. The success was three times the plan. Consequently Pepsi's share rose from 43% to 51% during the summer of 1996. Pepsi ended up spending 1/3 the amount of Coke on Program was initiated in 1996 to challenge Coke's sponsorship of the Olympics. Pepsi spent \$200 million on advertising during the summer of 1996

Key Enablers:

The support of the retailers and advertising support associated with the program are the critical success factors.

Implications to General Cigar:

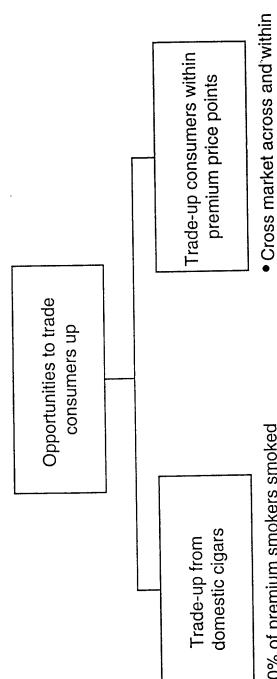
drive loyalty and create a large consumer database; investment in the Garcia goods program should A premium program based on mailing in bands (e.g. JR's "band wagon") could be highly effective to be expanded quickly BAIN & COMPANY

BOS GC3030698KTA 1

Winning The Consumer

Trading Consumers Up





~50% of premium smokers smoked domestic cigars first

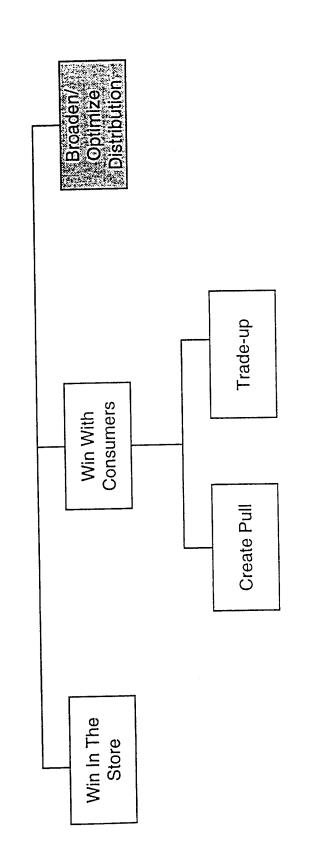
Expand the strength spectrum (mild to strong) within brands

General Cigar brands

- This percentage will increase over time as the mix of new "fad" smokers drops sharply over the next five years
- Garcia Y Vega and other natural leaf domestics are key brands premium smokers trade-up from
- Use "Garcia Goods" program to execute direct marketing

Premium Growth Strategy





BAIN & COMPANY

BOS GC3031398MRA 1



General Cigar Strategy Situation Assessment

Situation:

- General Cigar's is at cross-roads in its distribution for its premium cigars:
 - product availability enables further expansion of distribution
- mail order continues to take share of the category
- TPP and other tobacconists rate product distribution as the second most important issue with manufacturers

ev issues:

- Which brands/front marks should General Cigar drive to ubiquitous distribution?
- Which brands/front marks should be exclusive to which channels (tobacconists (TPP vs. other) vs. mail order)?
- What is the optimal go-to-market strategy (direct, distributor, direct-enabled) for each channel?
- What marketing programs should support each channel?



Premium Distribution Strategy Hypothesis

With discipline and execution, General Cigar can meet the needs of its key customers for product exclusivity while gaining all the value of product ubiquity.

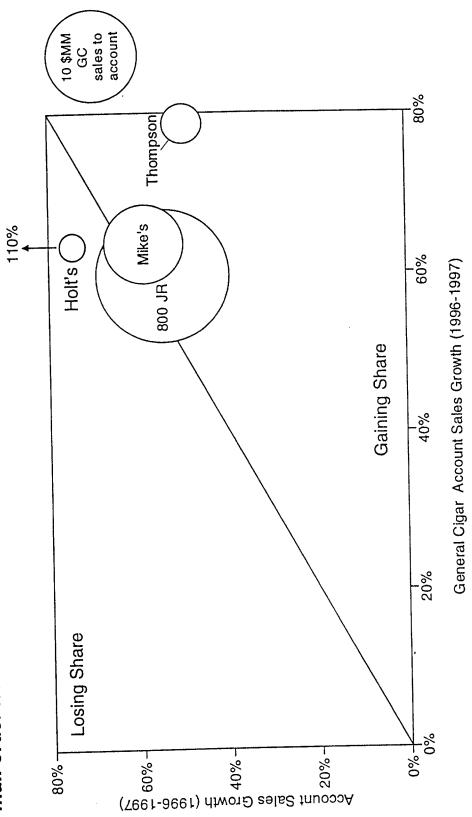
Go-to-Market Model	CatalogCatalog within catalog	• Direct	• Direct/Indirect
Product Strategy	• TBD	 Specific brands (e.g. Cifuentes, Bolivar) Specific frontmarks (e.g. unique Macanudo SKU) 	 All non-exclusive products
Distribution Hierarchy	General Direct	Exclusives (e.g.TPP, mail order)	Tobacconists/mail order

BAIN & COMPANY Indirect High volume Macanudo, Partagas frontmarks (trial, secondary, retail distribution) Ubiquity



Estimate General vs. Mail Order Growth

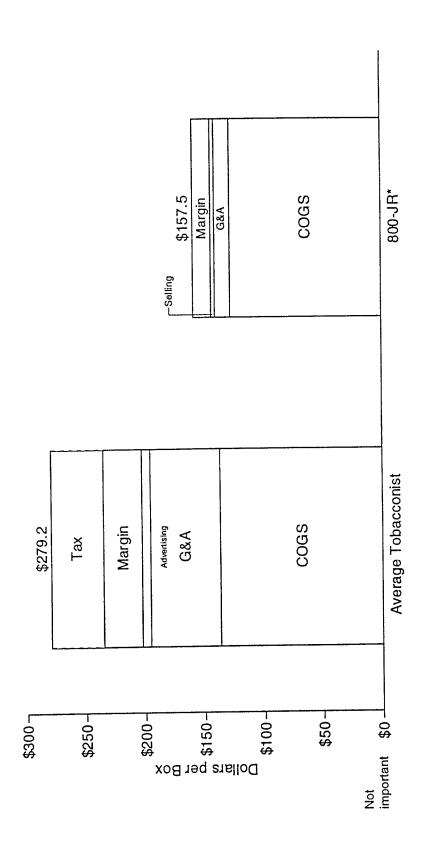
Over the last year General Cigar appears to have held share with mail order houses.



Source: GC account database, Forms S-1; Bain Estimates

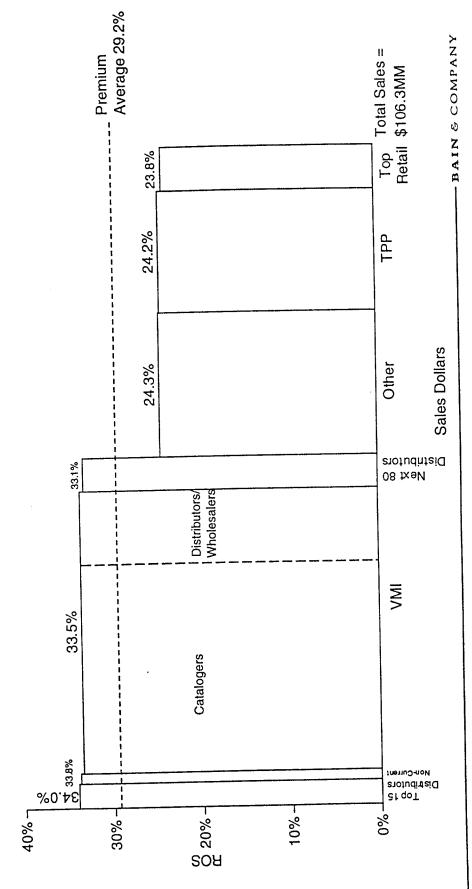
BOS GC3022898GGA 8

Relative Channel Economics (Macanudo Vintage #2 Example)



Source: 800 JR Form S-1, Bain Tobacconist Phone Survey

Relative Channel Profitability (1997E Premium)





Source: Controller Financials; Dothan Database; Bain Profitability Model

BOS GC3031198BBA 4



Increasing Supply Chain Efficiency

As supply constraints ease, General Cigar has opportunities to increase efficiency with large accounts.

Opportunities to Streamline Supply Chain

 Direct delivery to cataloger distribution centers

\$55.6MM

-- Starkman -- SJI -- Holf's

1111

\$35.9MM

100% 기

- Quarterly order forecasts/commitments
- Electronic Funds Transfer

5th Avenue

Arango

HJ Bailey

−%08

Phillips & King

_evinson

Percent of Sales 60 % % %

Mike's



- Reduce shipping/handling costs
- Reduce warehouse space
- Optimize production schedule
- Increase inventory turns
- Minimize sales effort resolving supply issues

1997

1996

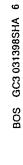
JR's

20%-

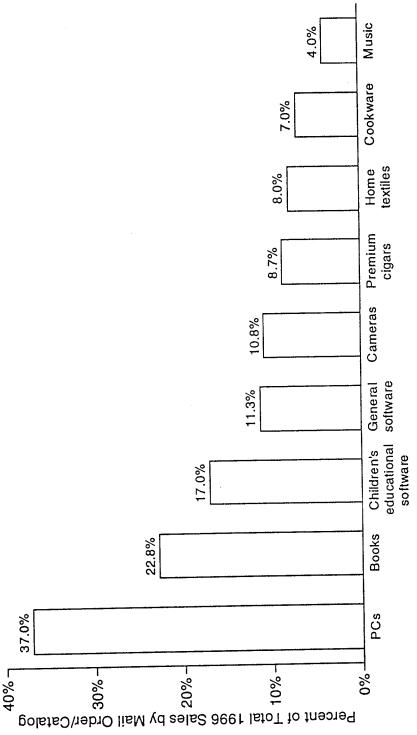
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BOS GC3 031398SHA 7

Mail Order/Catalog Penetration











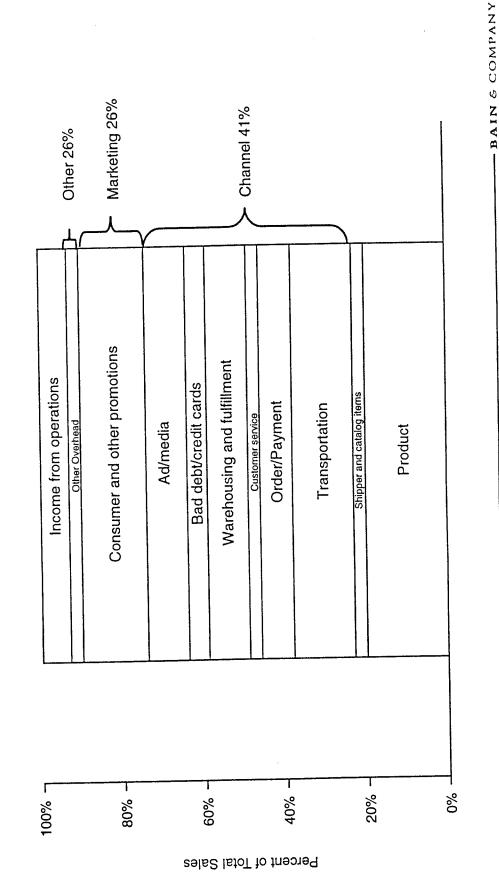
(Direct to Consumer Selling) New Distribution Channel Growth Opportunity

- A General Cigar managed catalog business doesn't appear to be attractive:
- growth opportunities in core channels
- economics are not superior (in fact perhaps inferior) to General Cigar nonconsumer direct
- negative backlash from to traditional channels (tobacconists and mail order) is
- other manufacturers have had limited success with own catalogs
- G.C. lacks requisite capability/expertise
- However, leveraging our key mail order customers (e.g. catalog in catalog, special GC catalog mailing) to achieve our goals of reaching consumers directly is another alternative
- superior economics to own catalog
- leverages existing asset/scale; shares risks
- provides another means of partnering to key customers
- investment would be lower and timing faster
- G. C. could access mail order consumer lists for direct marketing vs. building from scratch; GC can build customer list via continuity
- BAIN & COMPANY Key issue: Does General Cigar need to "sell" directly to consumers or rather market directly to consumers?



Representative Catalog Business P&L

A representative direct-to-consumer luxury product catalog business earns about 8% operating profit.



BOS GC3022798KSA 8

Source: Industry Interview and Company P&L

Sustainable Growth Strategy

Premium Cigar Business Summary

Key elements of the strategy include: Element/Goal

- "Franchise" the trade
- partner with key retailers differentiated in-store recommendation and presentation) (to gain #1

Action

- Re-qualify TPP retailers based on their ability to drive volume growth and relative G.C. store share
- performance (volume, portfolio profit, relative share, display/merchandising) programs Convert TPP spending into pay for
- Minimize lower effectiveness investment (e.g. cigar of the month, voluntary co-op, etc)
 - Leverage distributors/key retailers to serve other small retailers or trial locations
- level on the key brands Macanudo, Partagas, Focus/increase media investment to a scale Punch, Hoya de Monterrey

- create/maintain high consumer prepurchase intent and loyalty (#1unaided brand awareness

Communicating directly with

consumers

for key brands; consumer

database for 30%-50% of

Reallocation of the media/trade spending

- (price/value, strength) and brand statements Create distinct consumer positioning for each brand
- programs) at retail and leveraging leading mail through loyalty based direct marketing (band Drive consumer loyalty and awareness order companies
- Evaluate need for additional "stronger" product at mid to high price points

portfolio/meet full spectrum

of consumer tastes

- create a full product taste

Key Enablers

- effectively support and manage programs Field selling/merchandising force that can
- Back-office infrastructure to support program execution
- Create new means (that retailers will value) to display and merchandise product

- Meaningful segmentation based on attitudes from smaller brands; selected increase Hire outside database marketing and investment and needs
 - fulfillment organization to drive loyalty promotions
- New alliance with mail order houses that changes relationship to true partnership

Sustainable Growth Strategy

Premium Cigar Business Summary

Element/Goal

 partner with/leverage mail order channel (to achieve clear #1 branded position and fulfillment support for direct marketing programs)

Action

- Define a clear brand/product distribution strategy to maximize GC's share of the profit pool
- Invest trade/marketing dollars, product, and human resources to drive General Cigar's leadership of branded product in the key mail order channels
- catalog-within-a-catalog
- high reward pay for performance programs
- exclusive products
- private label
- Leverage relationship to mail order houses to fulfill direct marketing programs to consumers
- Streamline supply chain with mail order accounts

Key Enablers

- Reallocation of marketing/trade investment towards mail order
- Dedicated mail order customer manager
- Consistent tactical decision making for balancing TPP retailers vs. mail order investments
- Back-office infrastructure to support program execution

Sustainable Growth Strategy
First Update (03/03/98)

Introduction

Premium cigar business

Domestic cigar business

Next steps

BOS GC3022798BRC 8



PRELIMINARY

Key Takeaways To Date (Domestic Business)

Situation:

- Growth in the domestic market is likely to ease over time without destabilizing the market
- Market shift towards natural leaf product and rapid growth in large chains and the mass channel are likely to continue
- Garcia Y Vega is General's strategic jewel for the domestic business given the market structure

Implication/ Opportunity:

- Absent an acquisition, growth in General's domestic business will largely be a function of Garcia Y Vega's continued success
- business around Garcia to grow it on a national basis, or broaden business into all categories and drive growth • Given General Cigar's strategic position it has three strategic alternatives: do an acquisition(s), focus the in strong regions (i.e. New England, West)

Strategy:

- A quantum improvement in the profitability and growth of the business necessitates an acquisition; Swisher appears most attractive (other potentials are Consolidated or Middleton)
- Absent a major acquisition, General Cigar should pursue the second alternative: focus the business and reallocate resources to dominate the natural leaf market segment via Garcia Y Vega, (adding a flavored/aromatic natural leaf product, and a handmade product) vs. trying to grow in all segments in all regions
- Fundamental to the strategy is to focus on close partnerships with leading chains and distributors
- The marketing mix for the domestic business should be more heavily advertising based given General Cigar's position at retail and trend toward behind the counter positioning

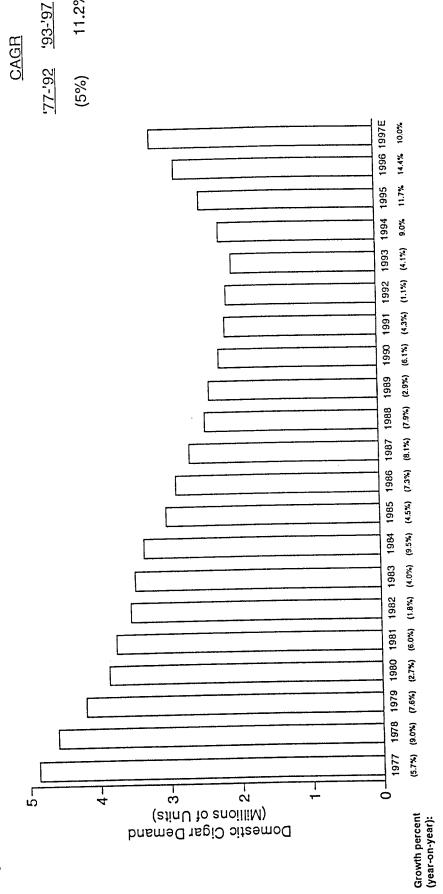


Organic Market Growth

Domestic Cigar Demand (1977-1997E)

11.2%

Following two decades of gradual decline, the domestic cigar market has experienced considerable growth in the past four years



Source: CAA; General Cigar; Bain Analysis Note: Does not include "little" cigars

BOS GC3030498EZA



4

Forecast Annual Domestic Cigar Demand (1992-2002E)

<u>CAGR</u> (1998-02)

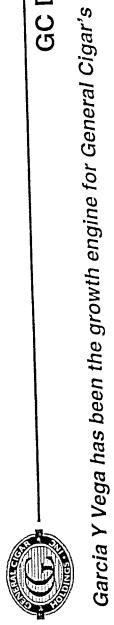
(0.7%)Pre-expansion growth 3.2% Historical decline

levels by 2002

BAIN & COMPANY (3.1%) (0.6%) 2002E 2001E 1.6% (2.0%) 2000E 5.0% 0.2% 1999E 7.0% 2.2% 1998E 9.6% 5.8% 9.8% 9.8% 1997 14.4% 14.4% 11.7% 11.7% 1995 1994 Annual Domestic Cigar
Consumption (Billions of Units) Percent of growth 0+ Historical demand: Pre-expansion:

BOS GC3030598EZA 1

Source: General Cigar Consumer Research; CAA; Bain Cigar Market Model



domestic business.

GC Domestic Brand Sales

(1994-1997)

<u>CAGB</u> (1994-97)(1996-97)

Sales Units

23.4% 6.7% 8.4% (6.5%) 12.0% 19.8% 14.4% 3.2% 7.9% (13.1%) (10.6%) (17.5% 13.1%) (2.3% 10.6%) (17.5% 13.1%) (2.3% 10.6%)		41.7% 22.9% 27.8%	
19.2% 23, 16.0% (4.0.3		32.2%	
Robert Bums Cgarillo \$83.4MM Tiyana Smalls Tiyanillo William Penn		Garcia Vega	1997
Robert Bums Cigarillo \$67.7MM Tipara Smalls William Penn	White Owl	Garcia Vega	1996
Robert Burns Clgarillo Tiparillo William Penn	White Owl	Garcia Vega	1995
Pobert Burns Cigarillo \$49.2MM Tipana Smalls Tiparillo William Penn	White Owl	Garcia Vega	1994
100% 7	sals2 to tn 60 %	Perce 20% –	% 0

Source: General Cigar Sales Database; General Cigar Financials

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Domestic Business Strategic Options

Of General Cigar's strategic options, acquisition appears most attractive; the second most attractive option is to focus on the Strategic Options

natural leaf segment.

Acquire

Focus on Garcia and natural leaf segment to grow nationally

Invest in broad portfolio (sweet, HTL, and natural); grow from regions of strength General Cigar should play in all product segments

General Cigar can grow

rapidly via natural leaf

 General Cigar can only achieve critical mass media and trade spending in high relative share regions

What must you believe to pursue?

- General Cigar could buy Swisher (maybe Consolidated or Middleton)
- Significant cost synergies could be realized

- organic growth

- take share

segment

- Combined Newco could leverage higher relative market share to grow revenue
- Garcia brand recognition and sales momentum would enable growth in low share

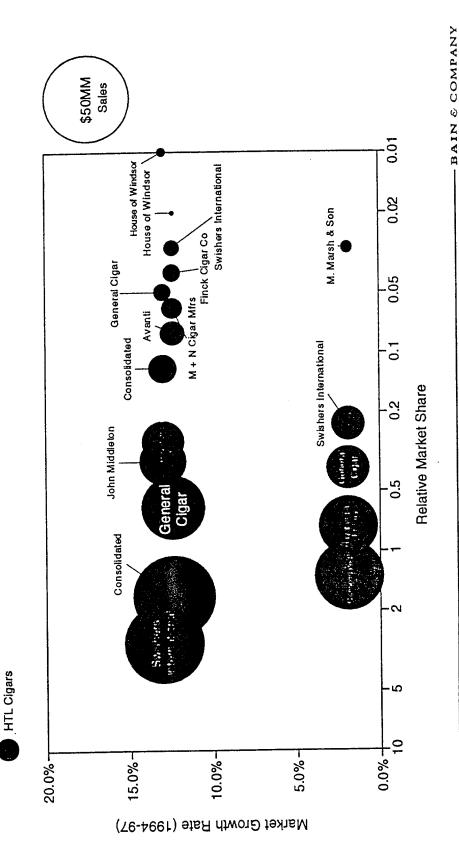
- BAIN & COMPANY



Natural Cigars

Sweet Cigars

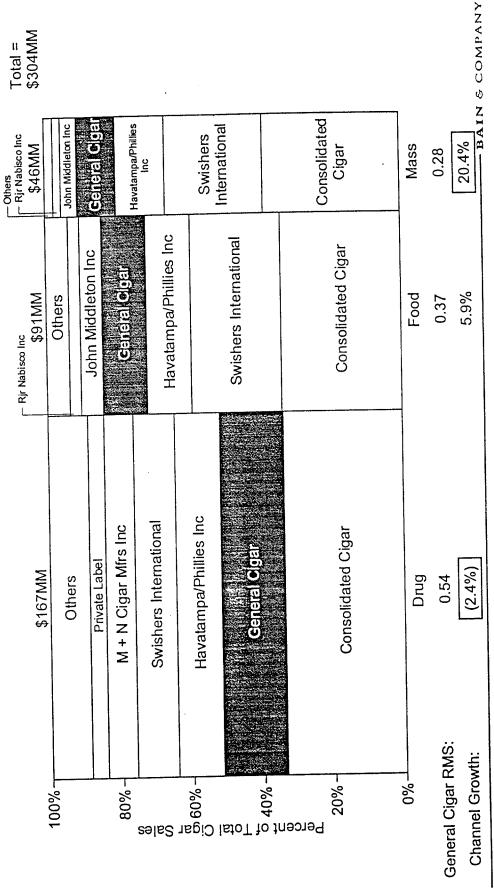
Domestic Growth/Share by Product Segment IRI Measured Channels



Source: IRI Database; 52 Weeks Ending 12/31/97; Bain Analysis

BOS GC3022598RCA 9

Competitor Share by Channel (IRI Measured - 1997)



Source: IRI Database 52 Weeks Ending 12/31/97; Bain Analysis

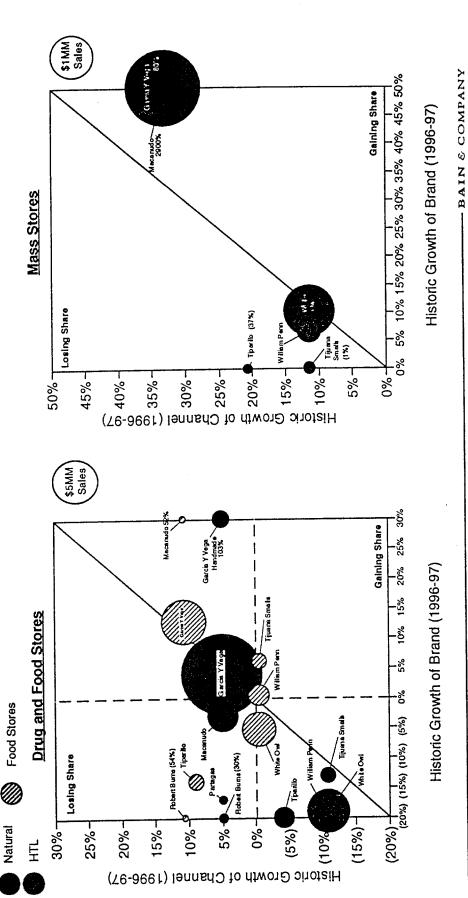
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Drug Stores

Sweet

Dollar Share Gain/Loss by General Cigar Brand & Channel (1996-91)

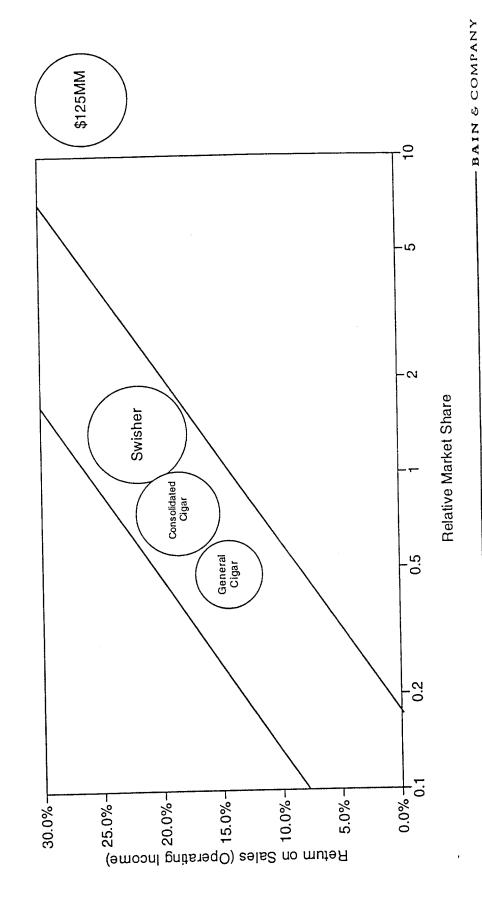


Note: Excludes Jamaica Pride, Garcia Y Vega Crystals & other select brands by channel with minimal sales (<\$2500) Source: IRI database

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Domestic Cigar Business (ROS vs. RMS 1996)





Source: Analyst Reports; Company Financials; Bain Analysis

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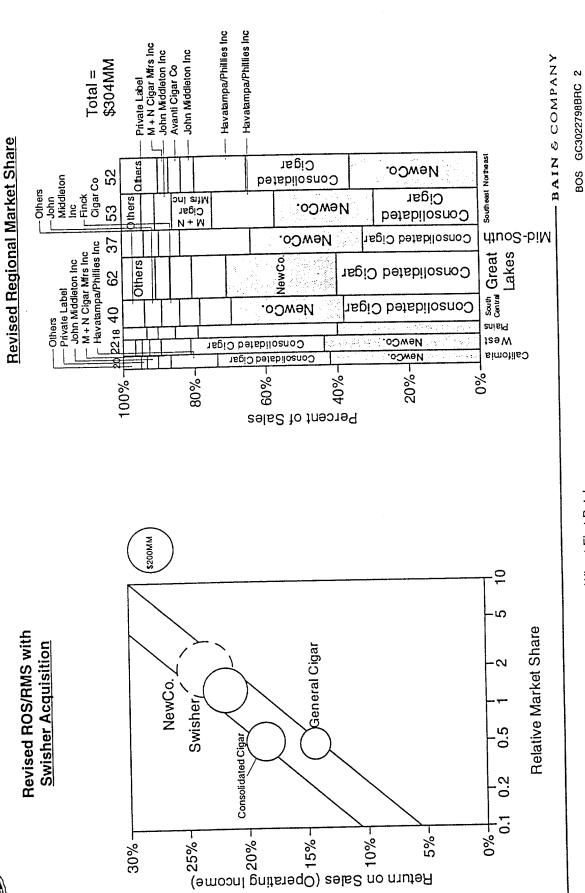
Cigar Acquisition Opportunities (Initial Hypothesis)

Domestic Business: Consider bold move (Swisher) or 1-2 strategic small brands to fill General portfolio

- and weak relative share position in many regions General Cigar has holes in its product portfolio
- Brand loyalty is very high
- Most brands are strongly regional
- Beating competitors at retail (without draining profit pool) will be challenging given General Cigar competitive position
- Economics would be attractive
- -revenue, cost synergies
- -multiples
- -accretive vs. dilative to earnings

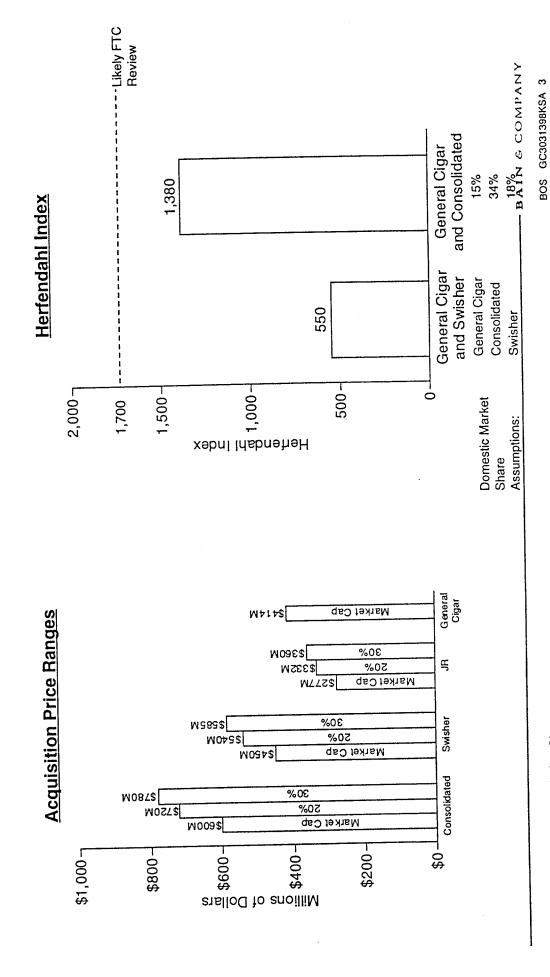


General Cigar/Swisher Combination Market Position



Source: Company Financials, IRI Database, Analyst Report - Wheat First Butcher

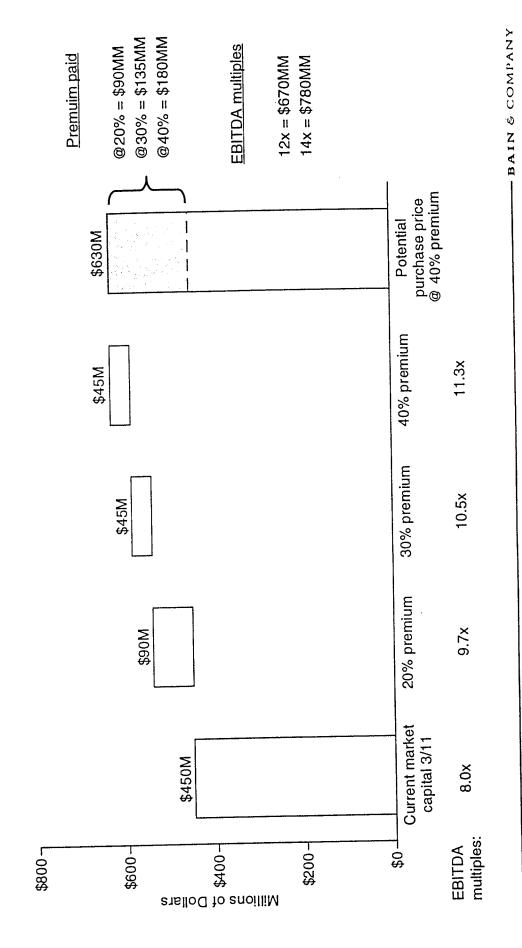
Domestic Acquisition Assumptions



*Market Cap as of 3/11/98 Market Close



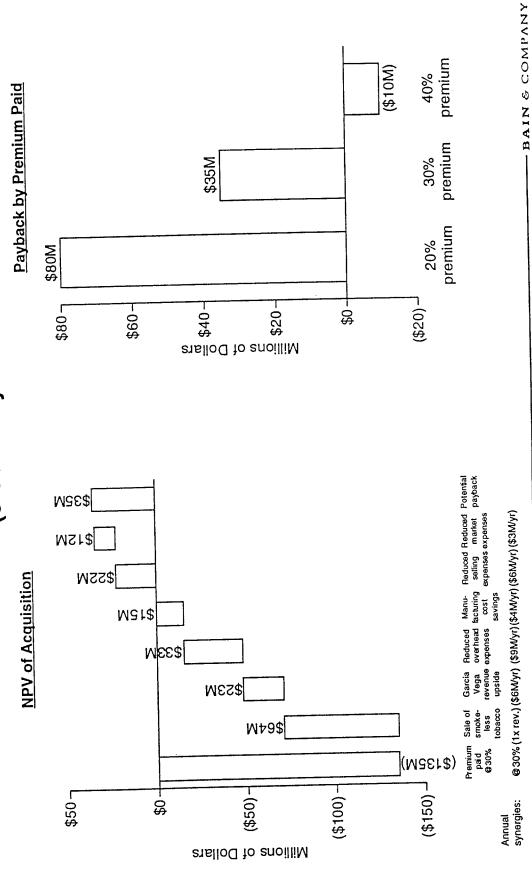
Swisher Acquisition Analysis



Source: Company Financials; Bain Analysis; Bloomberg



Swisher Acquisition Synergies Analysis (5 Year Payback - Conservative Scenario)



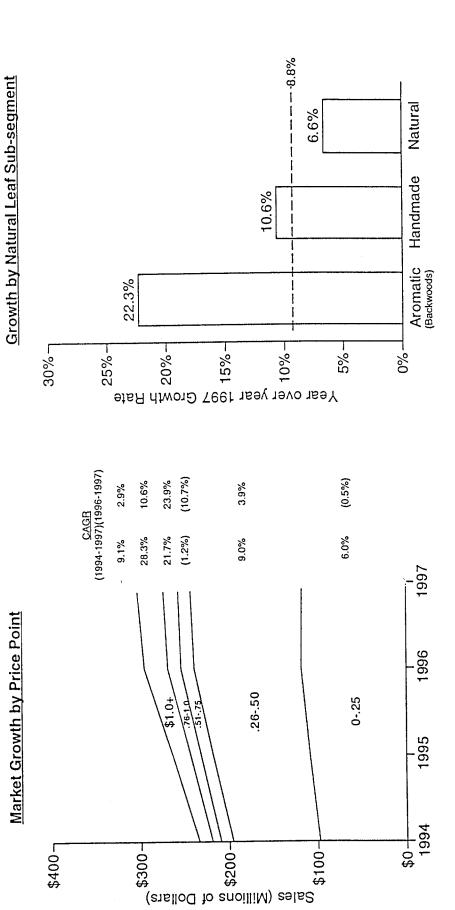
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Domestic Cigar Growth by Price Point (IRI Measured Channels)

Natural leaf segment is the fastest growing in domestic

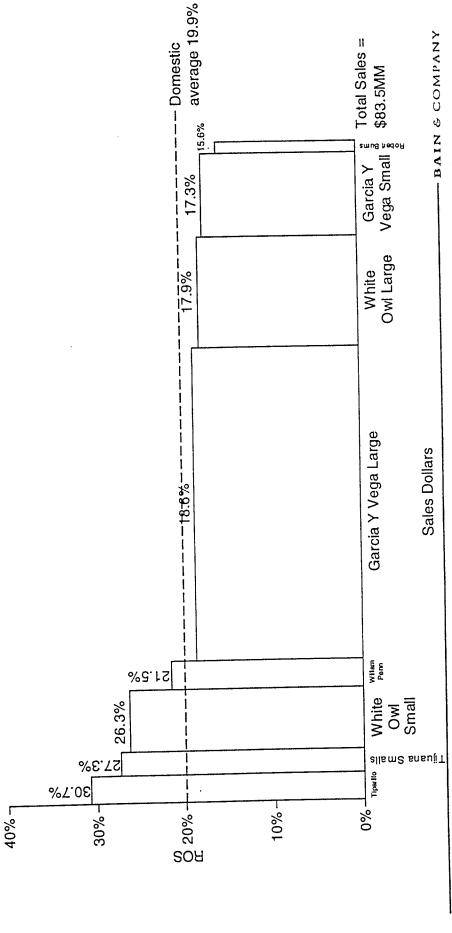
cigars with very high growth sub-segments.

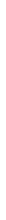


Note: Swisher natural leaf product (Optimo) sales fell 25% in .26-.50 price pt & 12% in .51-.75 price pt Source: IRI database

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Relative Profitability 1997E (Domestic Brands)



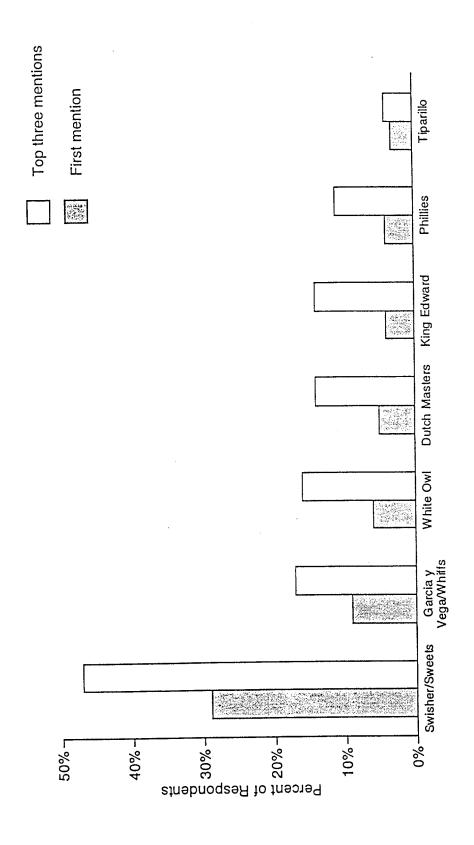


Source: Controller Financials; Dothan Database; Bain Profitability Model

BOS GC3031198BBA 1



Domestic Cigar Brand Awareness



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BOS GC3030598EZA 3

1997 Domestic Regional Market Share (IRI Measured Channels)

Total = \$304MM

10tal = \$304MM																		& COMPANY
\$22MM \$20MM \$18MM	SOthers	Private Labe				Ogar		ıets	wish enra	S	gar	 !O	Cigar rsolidated	Cor	Califoria Plains	5 0.28	12.9% 4.5% 8.4%	- BAIN
\$20MI			Linche Math	Havatampa Philles Inc		ts.	ensiv Siten	^\$		9 O		ļ	nsolidatec	<u>၀</u> ၁		0.75	% 4.5	
\$22MM	Others Private Labe	Air Nabisco In Brin Made on he	Havatampa/		Genera Genera	Cigar			ədsi oitsn	w2 Inter		pe	onsolidate Sigar	0	West	0.45	12.9	
\$37MM	Others	M + N Clyar Missinc	John Middleton Inc	General			Swishers	International		Havatampa/ Phillies Inc			Consolidated Cigar		Mid-South	0.43	2.6%	
\$40MM	Others	John Middleton Ind	Finck Cigar Co	M + N Clgar Mfrs Inc	General Cigar	Havatamoa/	Philles inc		Swishers	illei lationa			Consolidated Cigar		South Central	0.17	10.6%	
\$50MM	0,049	Siens	M + N Cigar Mirs Inc Avanti Cigar Co	John Middleton Inc		International	Havatampa/Phillies	Inc	建制建筑等,	General Cigar		1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1	Consolidated Cigar	,	Northeast	0.92	6.8%	
\$53MM	Others	Private Label	John Middleton Inc	M + N Cigar	Mfrs Inc	\$1000 KINT THE STATE OF STATE	General Cigar.	Cuichore	International		Havatampa/Fnilles Inc		Consolidated Cigar)	Southeast	0.42	14.3%	
\$ CONTRACTOR OF THE PROPERTY O	#OZIVIIVI	Others	Private Label	John Middleton Inc	Havatampa/Phillies	Inc	To anoralicios ta		Swishers	International			20% – Consolidated Cigar		Great Lakes	3: 0.33	8.9%	
	100%	-	1_1	,	1 %08 80%				S to	poent	Per 40%		50%-		 %0	General Cigar RMS:	CAGR (1994-97):	

Source: IRI database

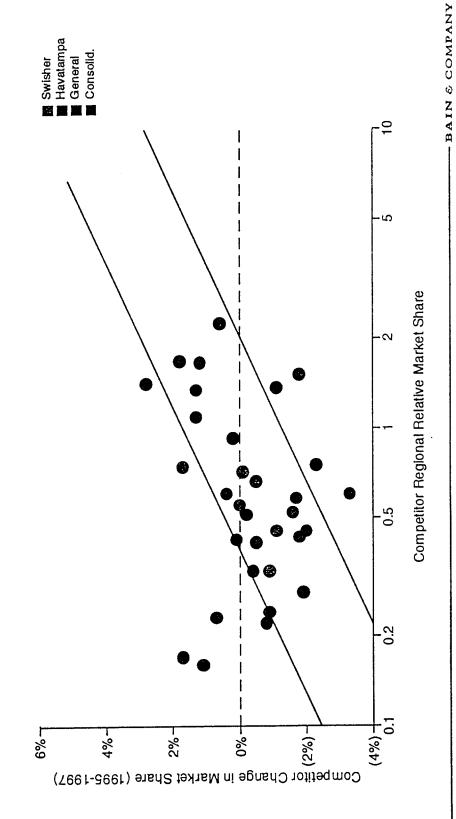
BOS GC3030698KTA 3

>

Regional vs. National Growth







Source: IRI Database

BOS GC3030698BBA 3



Sustainable Growth Strategy

Domestic Cigar Business (Regional Growth vs. National Growth)

Situation:

Domestic brands have highly regionally based positions

- Retailers especially large chains employ regional plan-o-grams to choose the high velocity brands
- Short-term, items can achieve placement via manufacturer leverage
- New items won't retain distribution without sufficient demand generation (push, pull or both) investment over time

Implications:

- Garcia Y Vega is the General brand with a strong share position in most regions; hence General can continue to drive its share higher nationally
- Launching a sweet product or relaunching White Owl on a national basis will be very costly in demand generation investment
- In regions where General lacks a strong overall relative share position, variable cost trade investment (i.e. cents-off, 2 for 1) will likely elicit strong reaction from the market leader (including attacks in other segments and fixed cost trade programs) that may drain the profit pool
- In regions where General has strong relative share, (e.g. Northeast, West), it can use fixed-cost demand generation (volume incentives, advertising) to successfully launch new products

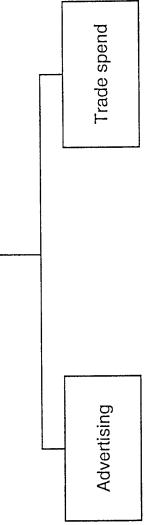
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Domestic Cigar Business Advertising vs. Trade Spend

Key Issue:

Should General Cigar emphasize advertising or trade spending to drive consumer purchase behavior?



- Category spending to date has been very low
- Pre-purchase intent key given:
- retailer does not influence sale
- category clutter
- concern about raising category visibility

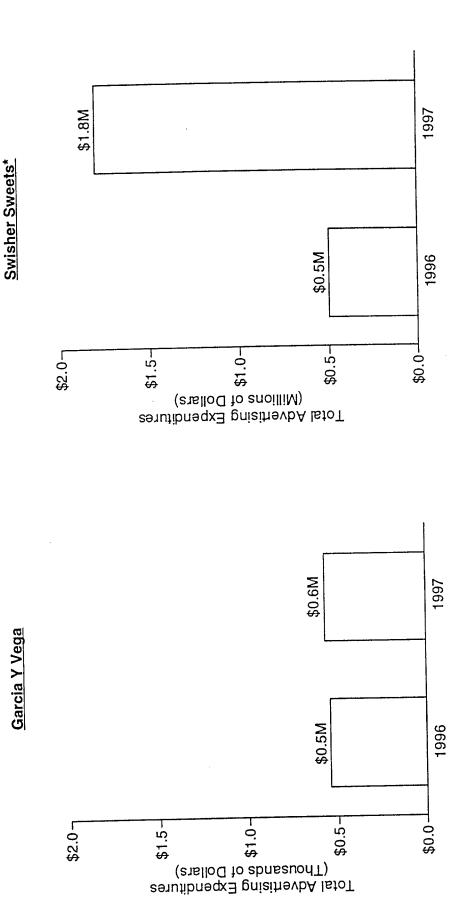
- Effectiveness may be limited given behind-the-counter placement in many stores
- Effectiveness may be limited where General Cigar lacks strong share position to get full support (TPR, placement, feature)



Under a Garcia Y Vega and natural leaf focused strategy - given general's weak position a regional advertising campaign appears more attractive. BAIN & COMPANY



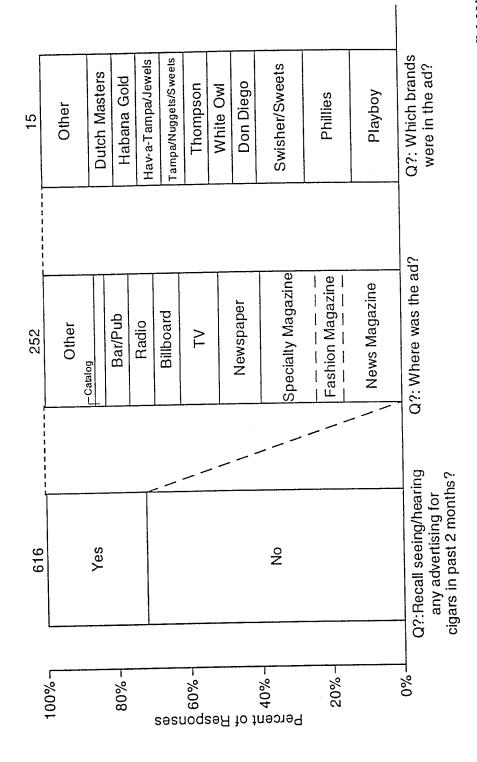
Domestic Brand Advertising Expense (1996-97)



Source: LNA 1996; Steve Swensen estimates * includes Swisher Sweets little cigars

BOS GC3022598RCC 2

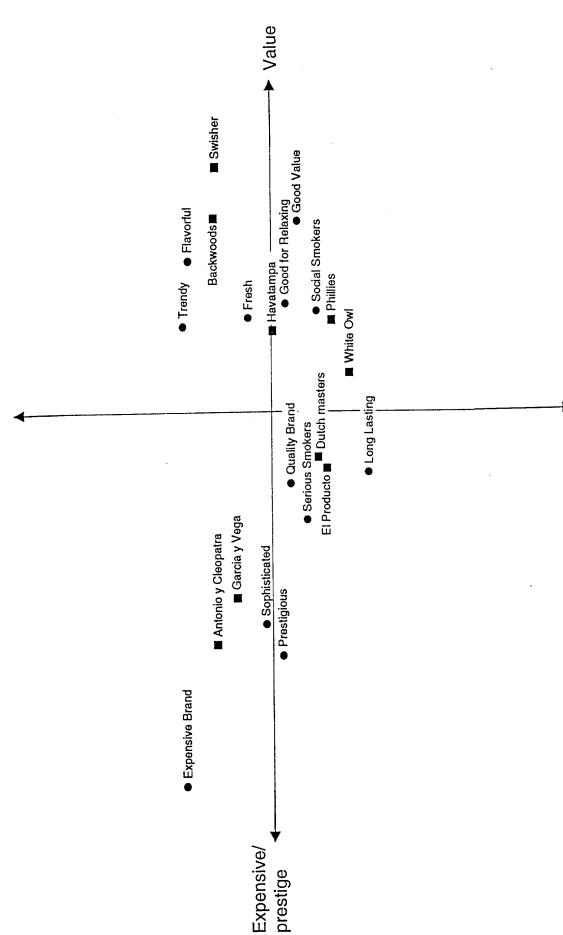
Consumer Recall of Advertising (Domestic Cigars)



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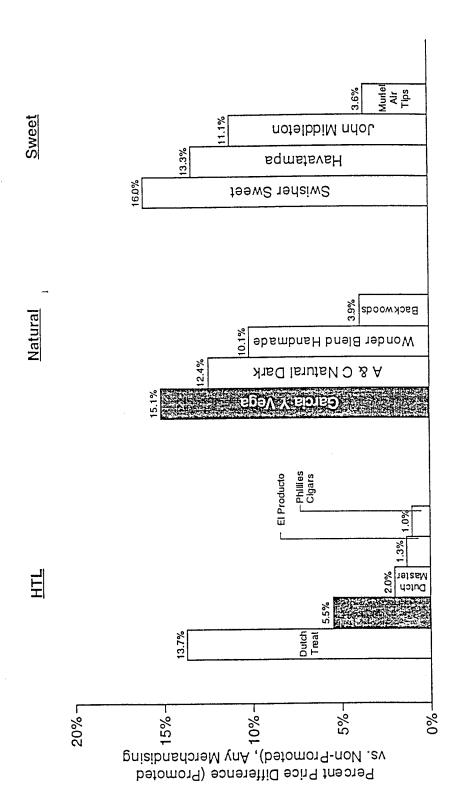
Domestic Perceptual Map

Carcia Y Vega is most closely associated with "Sophistication" and "Prestige" while White Owl is associated with "Socializing", "Value" and "Relaxing."





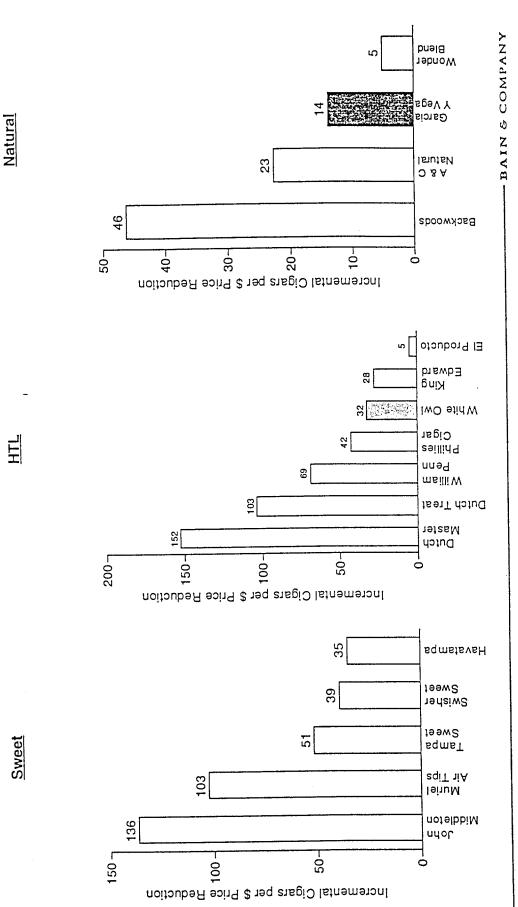
Domestic Product Depth of Deal (KMart 1997)



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BOS GC3022598RCC 10



Domestic Volume Lift per Dollar Price Reduction (KMart 1997)



Note: Brands represented by specific SKUs; Equivalent package size by product type used Source: IRI database; 52 Weeks Ending 12/31/97; Bain Analysis

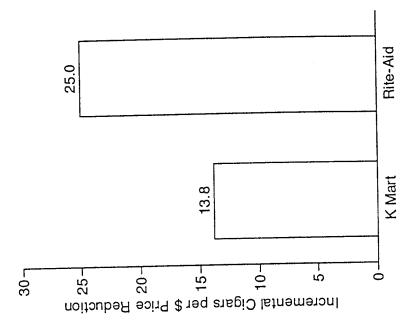
BOS GC3022598RCC 8

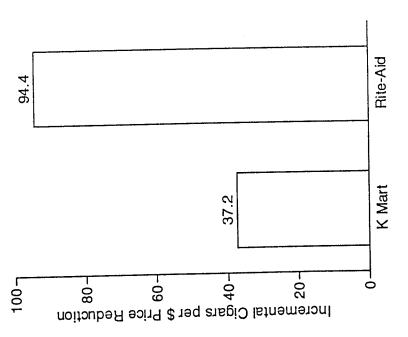


Domestic Volume Lift per Dollar Price Reduction (K Mart vs. Rite-Aid)

White Owl (Large Invincible Two for 10 Cigar Pack)

<u>Garcia Y Vega</u> (Large Gallantes 6-Cigar Pack)





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Domestic Cigar Business Summary

PRELIMINARY

Key elements of strategy include:

Element/Goal

- Evaluate "break-out" acquisitions (Swisher, M&N, Middleton) to fill product portfolio or market position gaps
- Focus on natural leaf segment share growth

Action

- Analyze strategic and economic potential of key acquisition candidate
- Bid for most attractive candidates
- Focus sales, marketing, product investment on natural leaf segment

• G.C. brand building support

- Harvest other brands and products
- Drive Garcia Y Vega brand awareness through regional advertising
- Focus product, marketing investment, sales force time on the fastest growing chains within each class of trade

 Accelerate reallocation of domestic resources to the

fastest growing channels

(while serving other

channels more efficiently)

 Grow remaining classes of trade through more effective two-step distribution

Key Enablers

- Availability of suitable acquisition(s)
 - Willingness of the board to make significant investment in domestic business
- Retailer acceptance of new G.C. natural leaf products
 Retailer/distributor enthusiastic support
 New product development to broaden natural leaf product portfolio
- Reprioritization of 98, 99
 domestic investment programs
- Distributor pay-for-performance programs to drive General Cigars brands

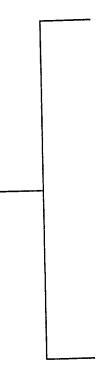
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BOS GC3022698ALA 1



Situation:

- Premium and domestic markets will slow
- General Cigar is strategically/economically positioned to achieve undisputed leadership
- Key issues are:



Implications:

- Drive for leadership
- Be the most attractive to the retailer

Focus the business to General

Cigar strength

Acquire a major player

Build the Garcia brand equity

vs. trade spending

- Intensify brand equity building; focus on our "megabrands"
- Drive growth with the mail order players

Enablers:

- Be focused on the value levers and disregard all other distractions
- Be bold to capture the opportunity at the industry growth inflection

First Update (03/03/98)

Introduction

Premium cigar business

Domestic cigar business

Next steps

BOS GC3022798BRC 9

Analytic Next Steps



- Complete development of market model (premium and domestic)
- Refine PLP analysis
- Continue customer interviews
- -retailers, chains
- -distributors
- -mail order
- Continue the analysis of direct to consumer go-to-market options
- Develop the economic potential of retailer pay-for-performance programs
- Analyze optimal marketing mix and most leveraged spending
- Develop economics to GC of alternative growth scenarios

First Update (3/13/98)

Introduction

Premium cigar business

Domestic cigar business

Next steps

BOS GC3022798BRC 6



Objectives

Project:

- Develop a market model that describes probable market evolution and the strategic implications
- Devise a robust strategy that enables General Cigar to sustain its revenue and earnings growth regardless of a market slow down
- Create an implementation roadmap that is specific and actionable over the next 2-3 years

Today's Meeting:

- Elicit feedback and dialogue around our strategic growth hypothesis for both the premium and domestic cigar businesses
- Share specific areas of opportunity that are most leveraged to implement the strategy
- Identify the most leveraged areas for further assessment
- -further diagnostic
- "drill-down" on specific opportunities



Key Takeaways To Date (Premium Business)

Situation:

- Market growth has and will continue to slow due to dramatically fewer new consumers entering the category
- The first phase of the industry shakeout has begun as larger retailers de-list second tier brands as first-tier brand availability increases

Implication/

- Overall, General Cigar should be a clear winner and achieve undisputed leadership
- Given the market evolution, General Cigar has two operational alternatives: invest boldly to capture retailers and consumers or manage the business to sustain current leadership position
 - Short term, General Cigar has an immediate opportunity to seize greater than fair share of liberated retailer shelf space, in-store locations and retailers recommendations
 - Medium term, General Cigar can advertise/market to create high prepurchase intent especially amongst new consumers while driving higher loyalty amongst high consumption smokers

Strategy:

- General Cigar should pursue the breakout strategy: capture retailers and consumers
- The key levers to capturing the opportunity are:
- redesign TPP (and requalify retailers) and other trade programs to create substantial fixed cost based economic incentives with each channel (retail, mailorder, and distributor); stop investing in low return activities
 - rapidly develop direct marketing efforts focused on high NPV (high consumption) consumers and to trade-up change emphasis (and intensify) advertising to build specific images/positioning with defined consumer domestic smokers
 - segments/occasions of use to create General Cigar prepurchase intent vs. overall cigar category - hold pricing overall, raise price range on selected frontmarks
- define and be disciplined in which front marks will be unique vs. shared across channels; select SKUS for ubiquitous distribution; participate fully in all turbulent distribution channels
 - focus direct selling effort toward the highest return accounts
- General Cigar can pursue the strategy alone or with selected acquisitions or forward integration (e.g. JR)



PRELIMINARY

Key Takeaways To Date (Domestic Business)

Situation:

- Growth in the domestic market is likely to ease over time without destabilizing the market
- Market shift towards natural leaf product and rapid growth in large chains and the mass channel are likely to continue
- Garcia Y Vega is General's strategic jewel for the domestic business given the market structure

Implication/ Opportunity:

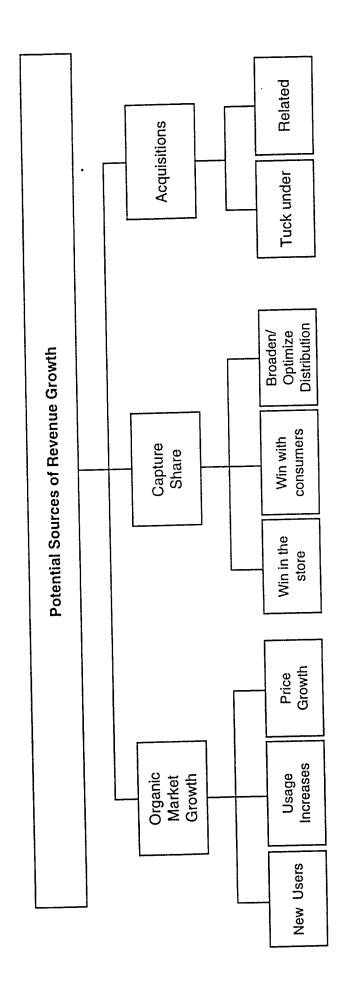
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- Fundamental to the strategy is to focus on close partnerships with leading chains and distributors
- The marketing mix for the domestic business should be more heavily advertising based given General Cigar's position at retail and trend toward behind the counter positioning

Top Line Growth





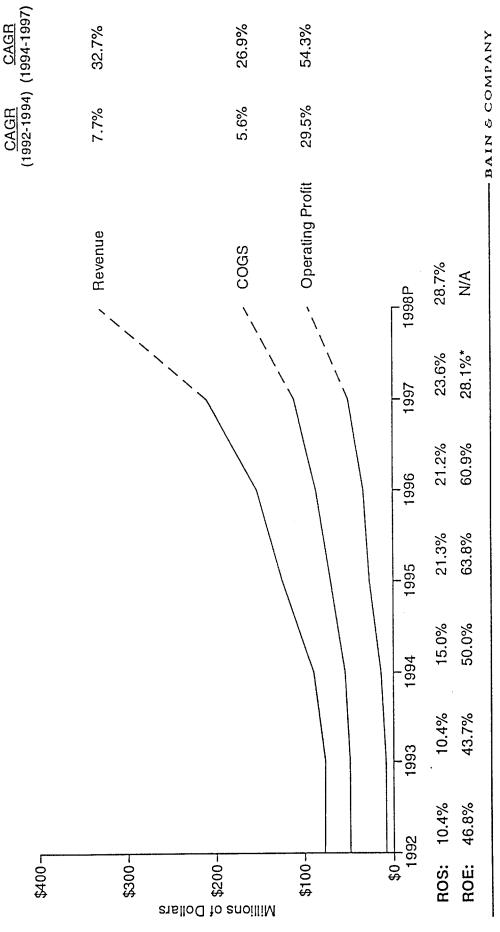
BAIN & COMPANY

BOS GC3022798BRB 6



General Cigar Financial Performance

With the growth in the cigar market, General Cigar has achieved dramatic growth in financial performance.



"Wheat First Butcher Singer Analyst Report Source: General Cigar Profit and Loss Statements; General Cigar 1998 Business Plan

S GC3030598BBA 1

First Update (03/03/98)

Introduction

Premium cigar business

Domestic cigar business

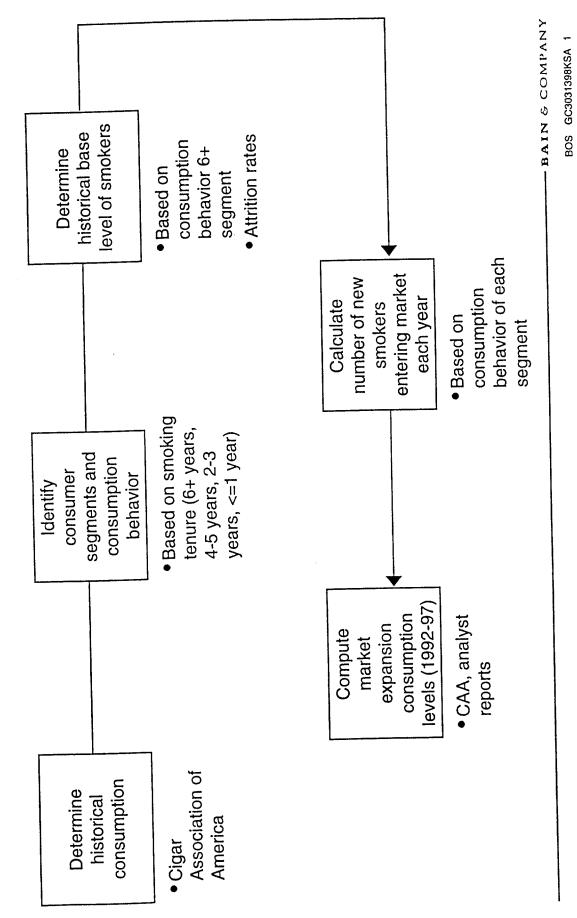
Next steps

BAIN & COMPANY

BOS GC3022798BRC 7



Market Model Methodology



Organic Market Growth

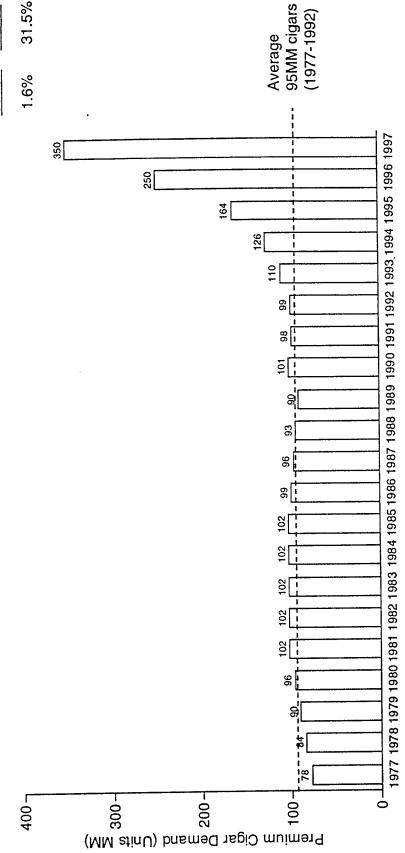


Premium Cigar Demand (1977-1997E)

Premium cigar consumption was flat from 1977 to 1992 then grew rapidly.

76,-26, CAGR 77-192

31.5% 1.6%



Growth %

BAIN & COMPANY

11.1% 14.5%30.2% 52.4%40.0%

BOS GC3022398EZA 1

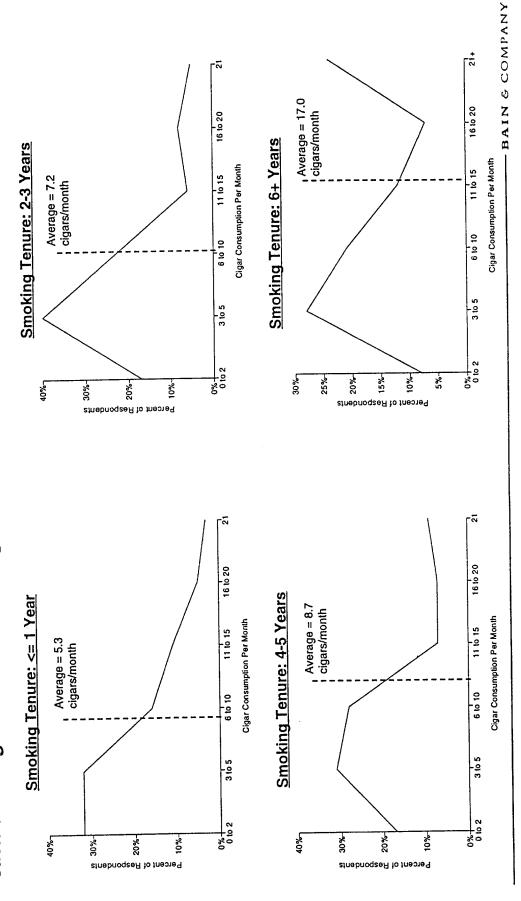
Note: Class H hand made cigars per CAA definition; Does not include little cigars; Demand in 1996-7 adjusted from total imports due to inventory build

Source: CAA; Analyst Reports



Premium Cigar Consumption Distribution

Examination of the consumer research on cigar consumption suggests that for each smoking tenure there is a "light" and a "heavy" segment of smokers.



Source: General Cigar; CAA; Analyst Reports; Bain Analysis



Growth in Number of Premium Smokers (By Year of Entry)

1997	414.0	30.6	133.9	174.5	450.4	1,211.7	1,537.6		3,952.7	- BAIN & COMPANY
1996	414.0	31.8	133.9	174.2	450.4	1,292.5			2,496.9	BAIN
1995	431.2	31.8	139.5	174.2	467.1				1,243.9	
1994	413.2	33.2	139.5	180.7					784.6	
1993	449.2	33.2	142.5						624.9	
1992	449.2	33.9							483.1	
(000) Base	467.9								467.9	
New smokers	Base:		1992:	1993:	1994:	1995:)	1996:	1997: Total:	

Note: Growth in new assumes variable attrition based on smoking tenure Source: General Cigar Consumer Research; Bain Cigar Market Model

BOS GC3022798KSA 2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309

AND			
In the matter of the Trademark Re For the mark COHIBA Date registered: June 6, 1995			
EMPRESA CUBANA DEL CUBATABACO,	TABACO, d.b.a.	: :	
v.	Petitioner,	: : :	Cancellation No. 92025859
GENERAL CIGAR CO., INC.,		:	
	Respondent.	:	
		: v	

PARTY: RESPONDENT

For the mark COHIBA

Date registered: February 17, 1981

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 34

AS EARLY AS 1496, THE WORD COHIBA® WAS USED BY THE NATIVES OF HISPANIOLA (NOW SANTO DOMINGO) TO DESCRIBE THE CURED LEAVES OF TOBACCO THEY SMOKED FOR PLEASURE. WHILE SAILING WITH CHRISTOPHER COLUMBUS ON HIS SECOND VOYAGE, ROMANUS PANE, A SPANISH MONK. WROTE OF THIS INCIDENT AND GAVE US THE NAME COHIBA®. THE FERTILE SOIL AND IDEAL CLIMATE OF THE DOMINICAN REPUBLIC, WHERE COHIBA® WAS FIRST SMOKED, OVER 500 YEARS AGO, MAKES IT AN IDEAL SOURCE FOR FINE TOBACCOS. AMONG ALL THE HAND-ROLLED PREMIUM CIGARS, FROM THE DOMINICAN REPUBLIC, OUR COHIBALICIGARS HAVE BEEN THE MOST EXQUISITE SINCE WE INTRODUCED THEM IN 1978. THE EXCLUSIVE CONTRAL BLEND OF RICH DOMINICAN FILLER TOBACCOS THAT WESUSE TODAY TOOK OVER SIX PAINSTAKING YEARS TO DEVELOP. IN ADDITION, THE FULL-BODIED FLAVOR AND DISTINCTIVE CHARACTER OF THE CIGAR ARE UNIQUELY ENHANCED BY THE COMPLEX COMPLEMENTARY FLAVORS OF A SUPERIOR CAMEROON WRAPPER LEAF FROM WEST AFRICA AND THE DARKEST. SUPPLEST JEMBER BINDER FROM INDONESIA. THE RESULT IS THE CIGAR THAT FULFILLS THE JOURNAL OF ROMANUS PANE WITH THE INCOMPARABLE TASTE AND AROMA WORTHY OF THE CENTURIES-OLD HERITAGE THAT BELONGS ONLY TO COHIBA® AND THE DOMINICAN REPUBLIC. **PLAINTIFF'S**

@1998 Diaz y Cla.

COHIBA(R) is a registered trademark of General Cigar Co., Inc.



EXHIBIT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309

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EMPRESA CUBANA DEL CUBATABACO,	TABACO, d.b.a.	x : :	
V.	Petitioner,	: : :	Cancellation No. 92025859
GENERAL CIGAR CO., INC		: :	
	Respondent.	: : x	

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SITE OF FILE

COHIBA" is a registered trademark of General Cigar Co., Inc.

@1997 Dlaz y Cla

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EMPRESA CUBANA DEL CUBATABACO,	TABACO, d.b.a.	x : :	
V.	Petitioner,	: : :	Cancellation No. 92025859
GENERAL CIGAR CO., INC		: :	
	Respondent.	: : x	

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Defendant's Exhibit 35

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TENERAL CIGAR CO., INC.



FIRST QUARTER

MARKETING RESEARCH SUMMARY

October 1998

MASS MARKET CIGARS Attitudes & Usage Study Summary

October 1998

PREMIUM CIGAR MARKET

Attitudes & Usage Study Summary

Table of Contents

Attitudes & Usage Survey Overview

. Consumer Definition

. Consumer Awareness

. Consumer Usage Trends

V. Consumer Purchase Behavior

VI. Attribute Ratings

VII. Consumer Media Behavior

VIII. Standard Demographics

IX. Summary of Key Findings

Attitudes and Usage Survey

Methodology

- Conducted by The NPD Group, Inc., and independent research supplier.
 - survey instrument. Approximate interview time of the October 98 survey Means of survey is a phone interview conducted from an established was 19 - 21 minutes.

Sample Size

- October 98 1200 respondents (451 premium)
 - March 98 1199 respondents (409 premium)
 - July 97 957 respondents (341 premium)
- July 96 364 respondents (all premium, studies done separately)

Consumer Definition

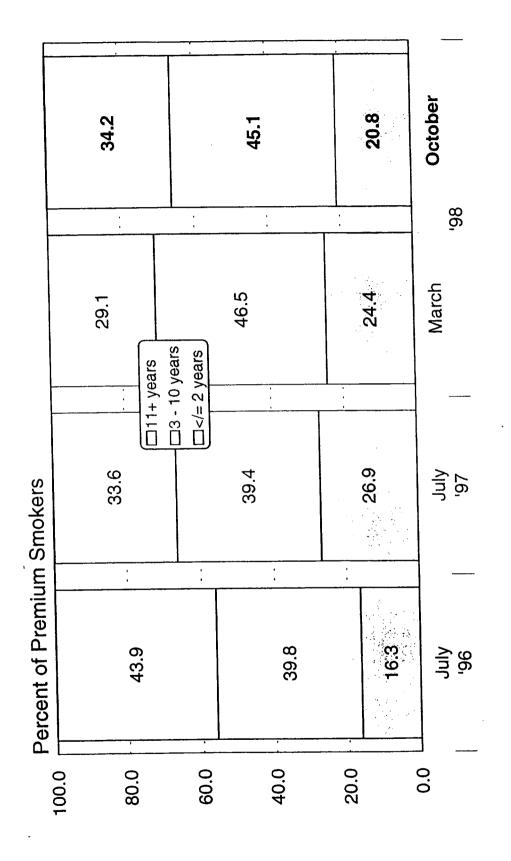
Smoking Tenure

- The percentage of new smokers in the premium category continues to be high, representing about a fifth of the market.
 - The "boom" of smokers entering the market over the past 5 years are moving their way through the tenure categories.

Smoking Frequency

cigars per month and shows no statistically significant shifts vs. March '98 Average monthly smoking frequency is steady at approximately 14 - 15 or July '97

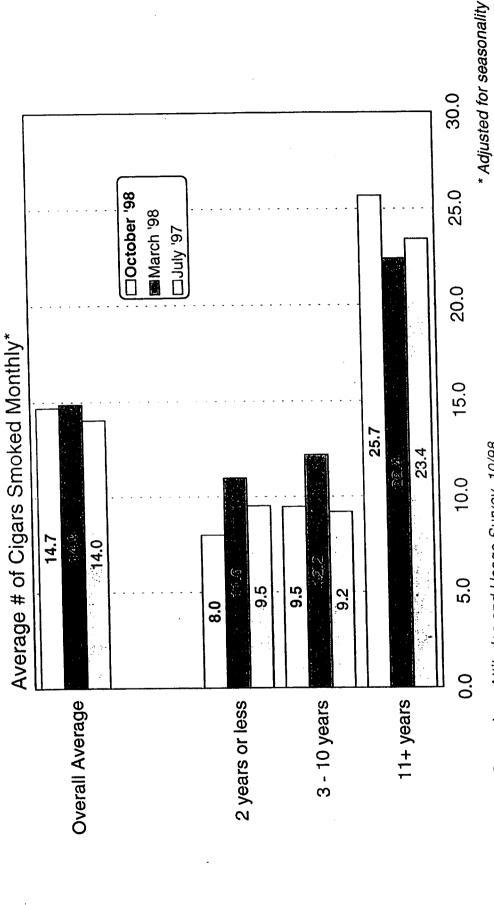
Smoking Tenure Tracking



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Average Monthly Smoking Frequency Tracking

By Smoking Tenure



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

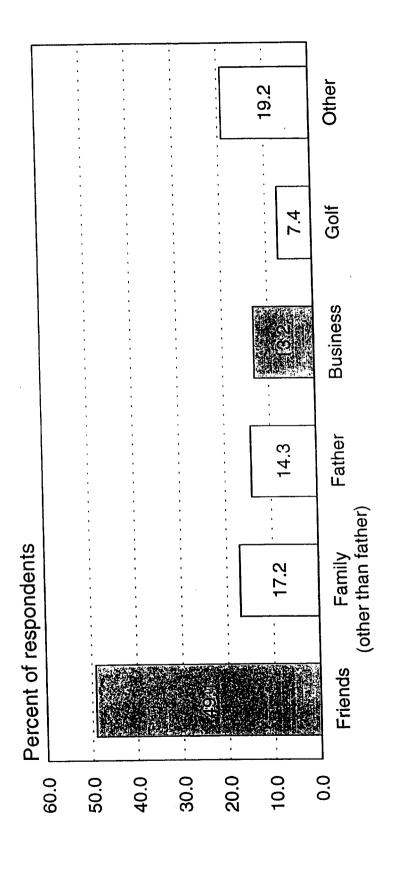
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Consumer Definition

- Introduction to Cigars
- The vast majority of premium consumers were introduced to cigar smoking by their friends.
- Smoking Activities/Need States
- Premium smokers' activities appear to affected by seasonality, similar to smoking frequency. Approximately 1/3 of premium smokers are socializing with others most-often while smoking cigars.

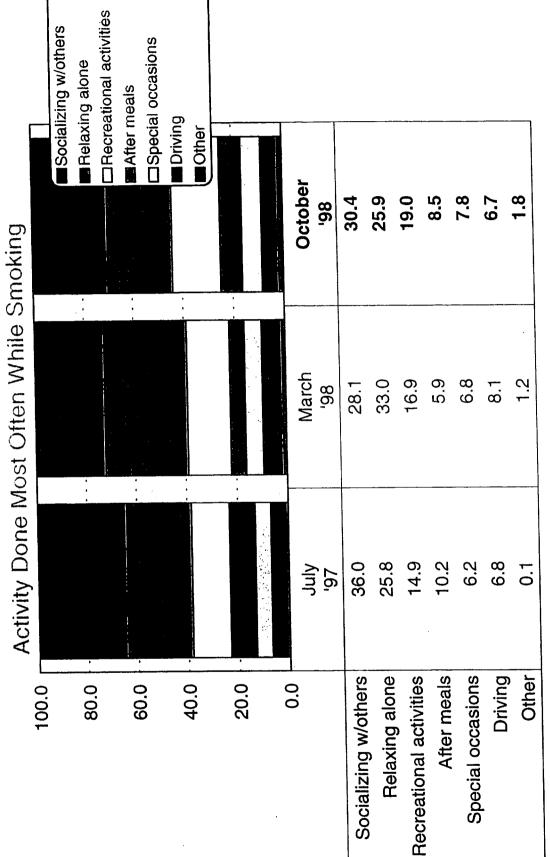
Introduction to Cigars

By Whom Consumers were Introduced to Cigars



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98





Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Consumer Definition

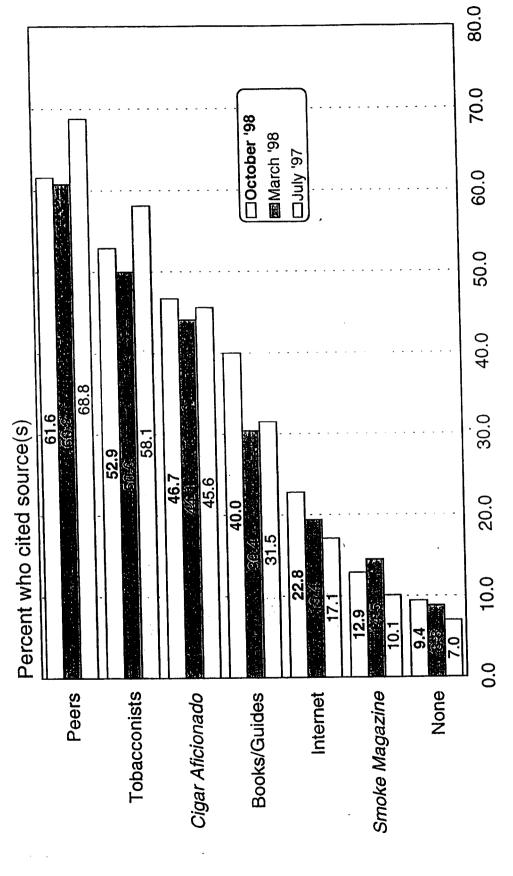
Sources of Cigar Information

- The primary sources of information for premium smokers continues to be peers and tobacconists.
 - Cigar books/guides increased as a source of information for premium smokers vs. March '98.

Smoker Attitudes

from July '97 to March '98. However, these attitudes have stabilized in Several attitudinal statements showed statistically significant changes October '98.

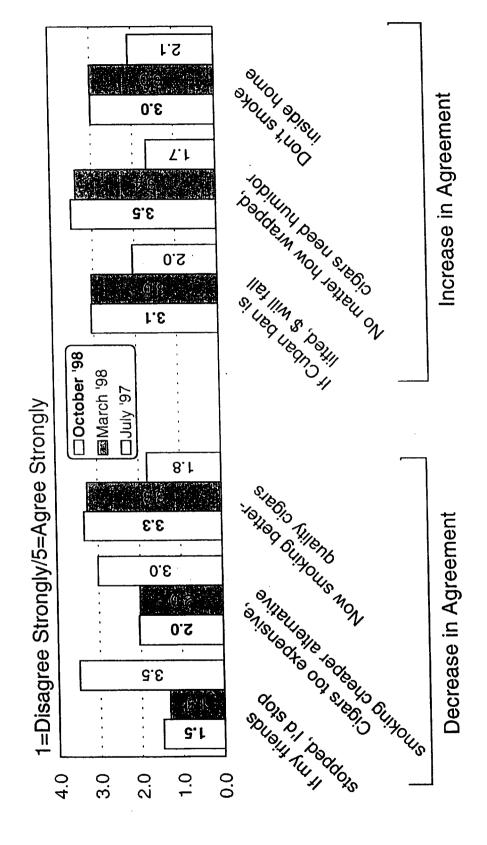
Sources of Cigar Information



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Attitudes Among Premium Smokers





Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98



Consumer Awareness

Top-of-Mind Awareness

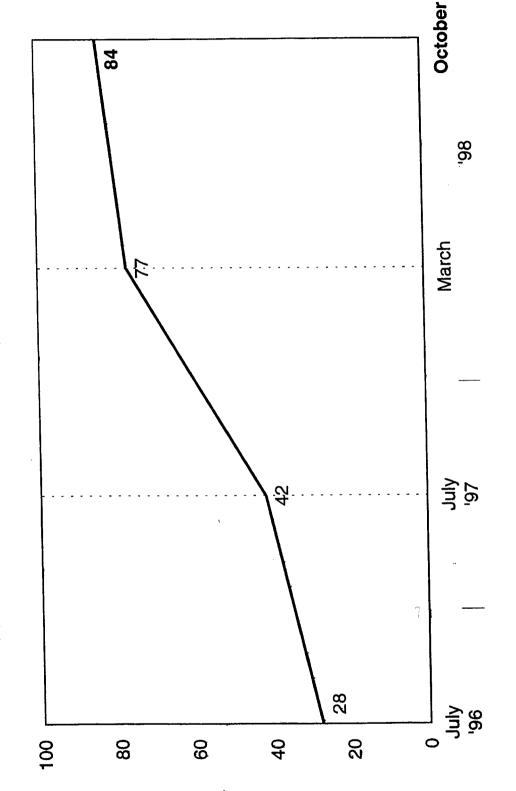
- Overall, top-of-mind awareness has stabilized across the premium category.
- Macanudo has by far the highest top-of-mind awareness. Arturo Fuente is second.
 - The proliferation of brands in the premium category has almost leveled

Unaided Awareness

- Unaided Awareness levels remain relatively consistent from March '98.
 - Macanudo has significantly higher unaided awareness than all other premium brands.
- Cohiba's unaided awareness has increased dramatically since July '97

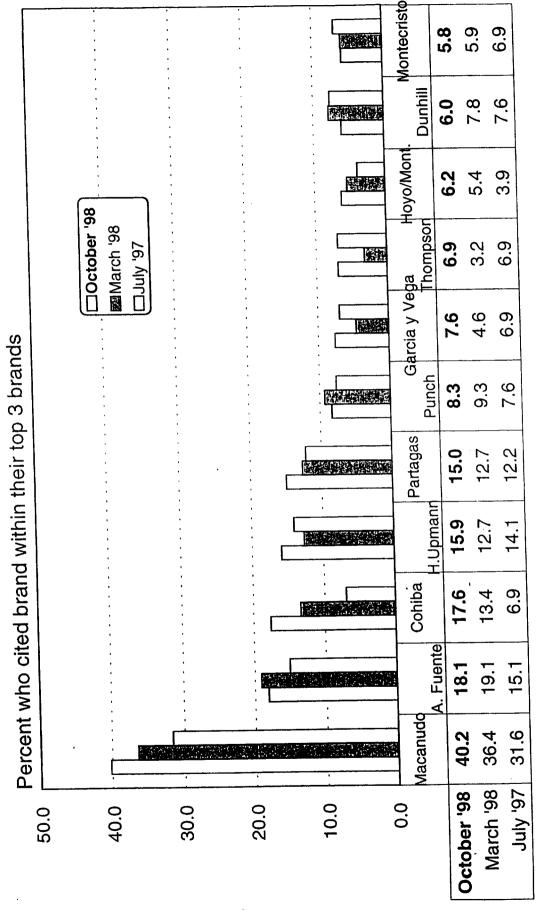
Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Number of Different Top-of-Mind Brands **Brand Proliferation Tracking**



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Unaided Awareness



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

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Consumer Awareness

Macanudo Robust and Don Sebastian Aided Awareness

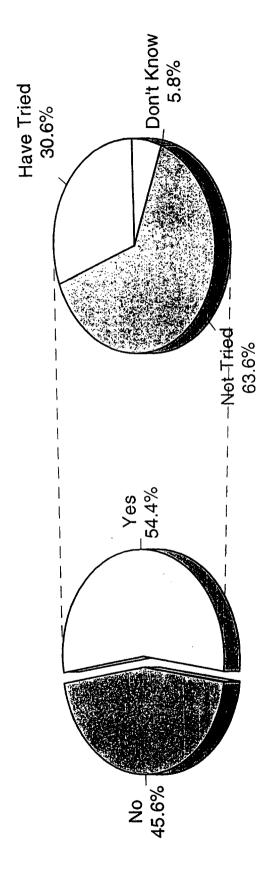
- Robust by October '98. And of those, 31% claimed they had tried the cigar. More than half of premium consumers claim to have heard of Macanudo
- More than half of premium consumers claim to have heard of Don Sebastian by October '98. And of those, 21% claimed they had tried the cigar.
- distribution, it is clear that at least some consumers have confused Macanudo Robust and Don Sebastian with other products. However, the numbers are Due to the timing of the promotions (i.e. tasting event) and achieving otherwise encouraging as a benchmark.

Club Macanudo Aided Awareness

Awareness of Club Macanudo remains consistent at about 20 - 25% of premium consumers.

Aided Awareness of Macanudo Robust

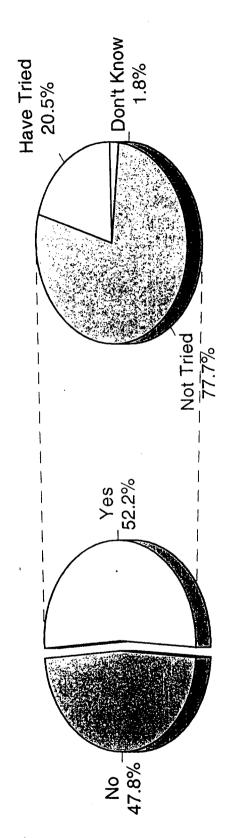
Including Subsequent Trial



COURT Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

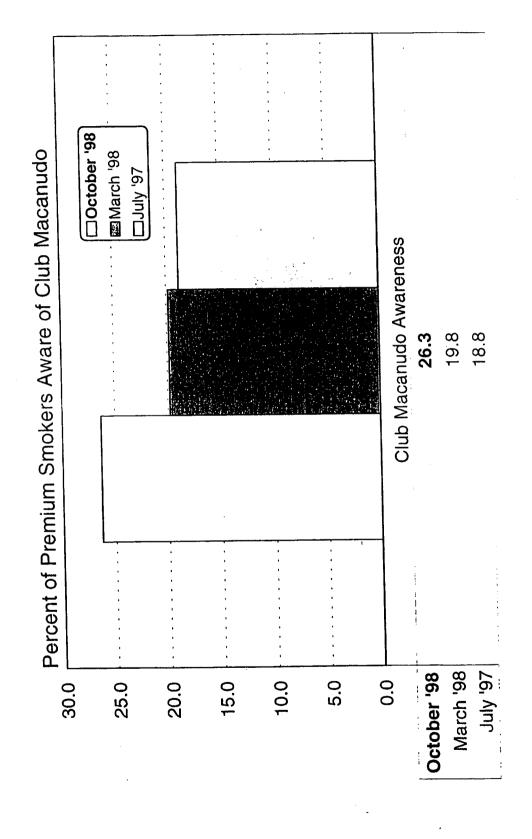
Aided Awareness of Don Sebastian

Including Subsequent Trial



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Aided Awareness of Club Macanudo



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98



Consumer Usage Trends

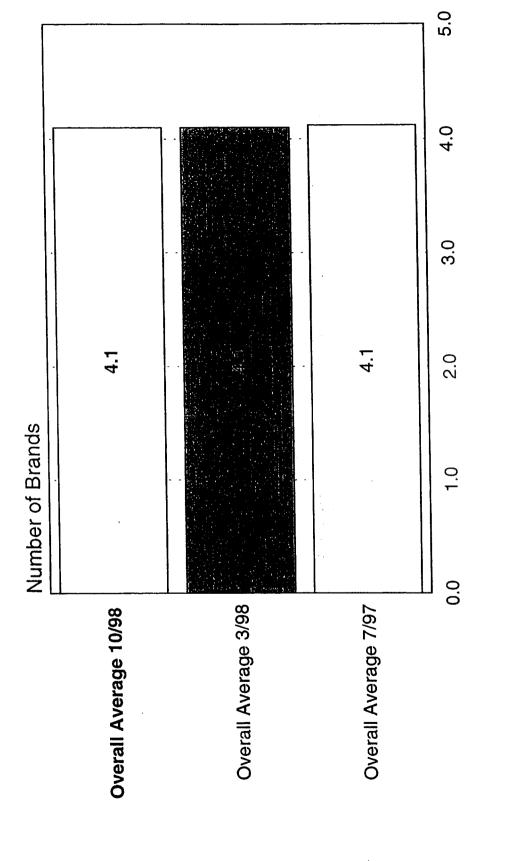
Number of Brands Smoked Regularly

On average, premium smokers have four different brands that comprise their brand set. They smoke all of these brands on a regular basis. This remains consistent from March '98

Cross-Over Behavior

- significant changes from previous measurements, qualitative findings appear While the quantitative data in this sample does not indicate statistically Premium smokers are considerably more aware of their specific brand to show accelerating cross-over usage among all smokers.
 - behaviors than mass-market smokers.
- or mass-market brands. True cross-over incidence cannot be measured within Brands that fell into the "all others" response category could be either premium this sample.

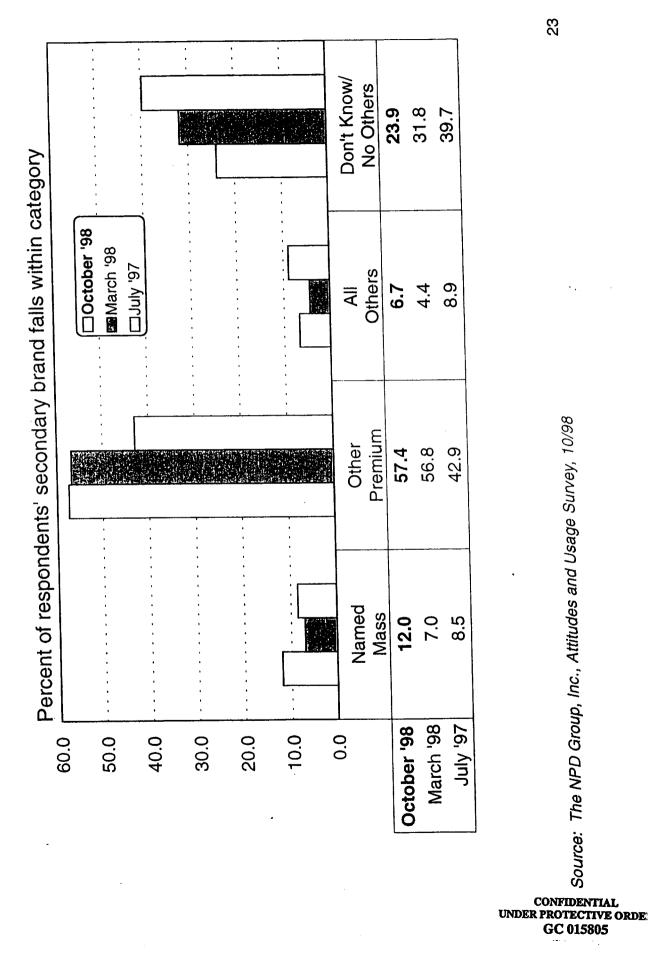
Different Brands Smoked Regularly



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

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Cross-Over Behavior





Consumer Usage Trends

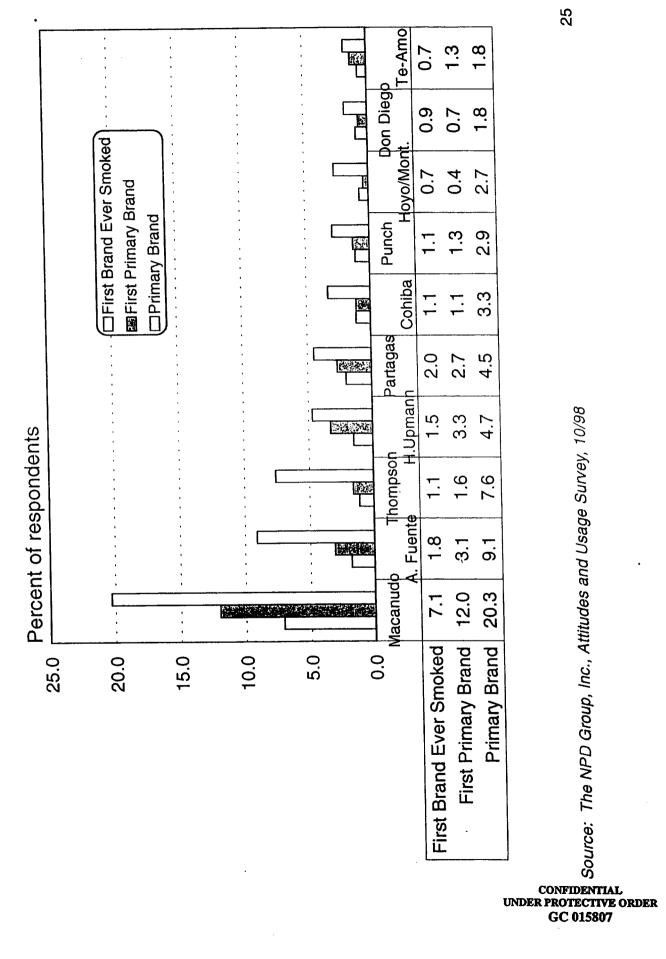
Progression of Brand Usage

- The perception that Macanudo is a starter cigar is not apparent in this
- Over 50% of Macanudo's primary brand share came from consumers who smoked a different brand as their first ever smoke.
 - consumers who smoked a different brand as their first primary brand. About 40% of Macanudo's primary brand share came from

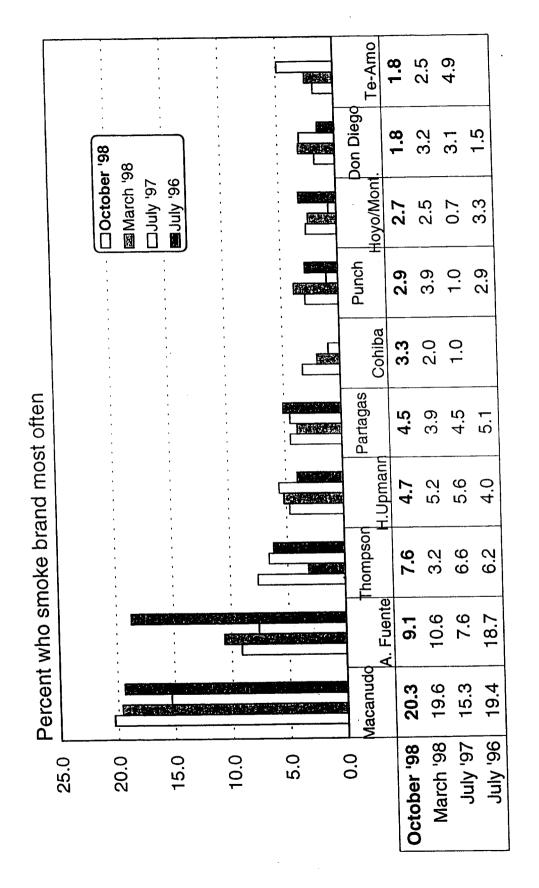
Primary Brand Share

- Overall, primary brand share has remained consistent since July '97.
 - Macanudo's primary brand share remains dominant.

Progression of Brand Usage



Primary Brand Share



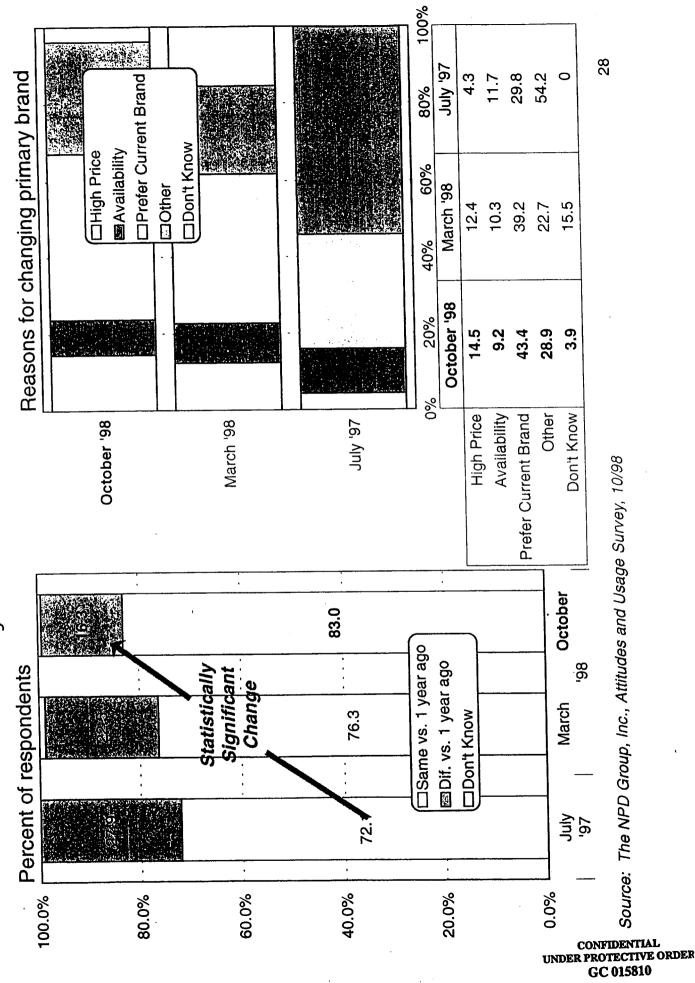
Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Consumer Usage Trends

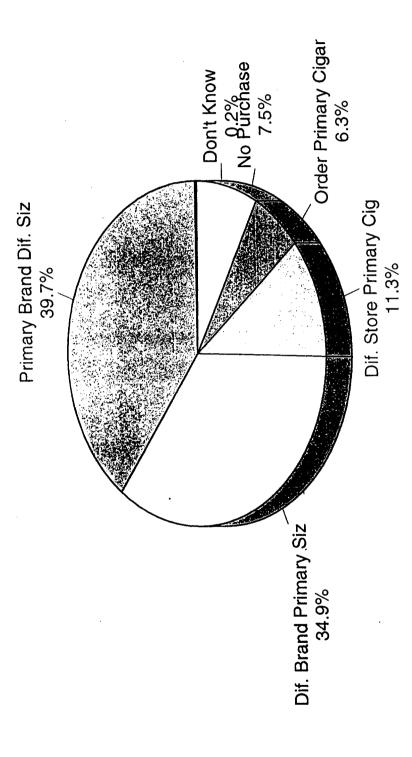
Primary Brand Loyalty

- Consumers' loyalty to their primary brand has increased vs. July '97.
 - A genuine preference for the brand they switched to are the primary reasons why consumers changed their primary brand.
 - Consumers' substitute behavior is unchanged since the benchmark measurement in July '97.
- About one third of all premium consumers will turn to another brand if Approximately 57% of premium consumers will attempt to stay with their primary brand if their cigar (brand and size) is not available.
 - their primary cigar is not available in their primary size.

Primary Brand vs. One Year Ago



Substitute Behavior



COURTON THE NPD Group, Inc., Attitudes and Usage Survey, 10/98

COURTON THE NPD Group, Inc., Attitudes and Usage Survey, 10/98

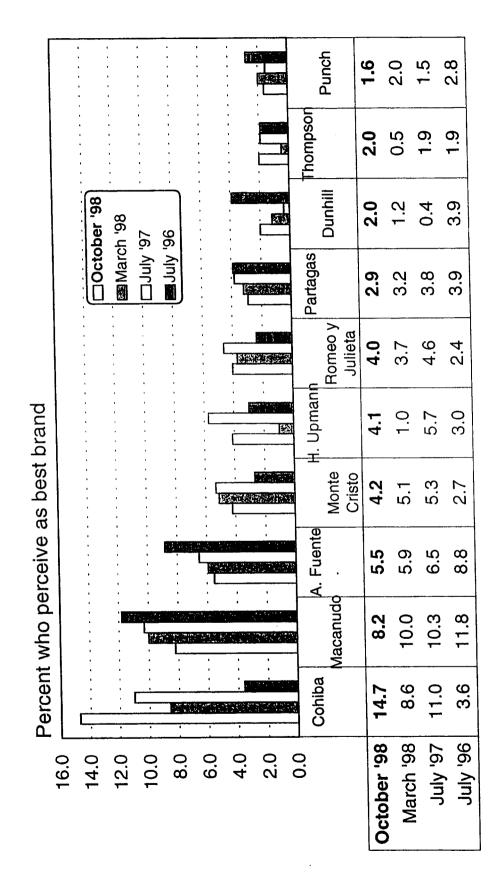


Consumer Usage Trends

Best Brand Ever Smoked

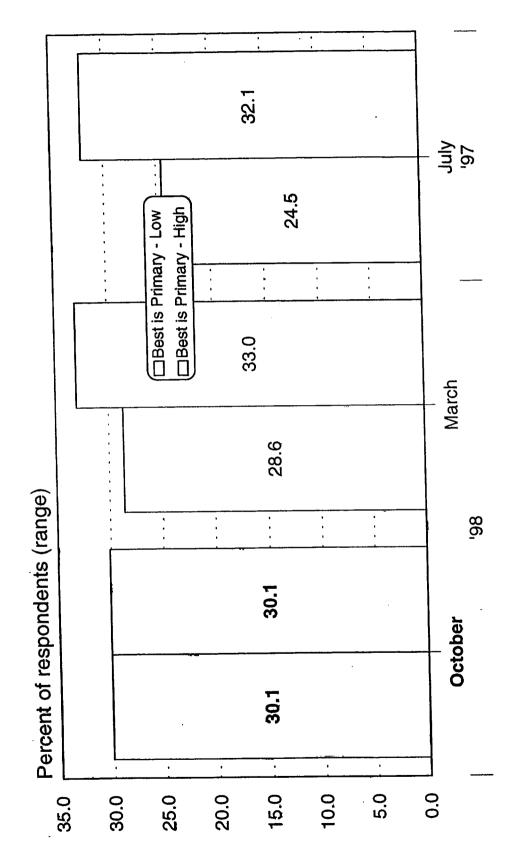
- Since 1996, consumers' perception that Cohiba is the best brand they have ever smoked has increased dramatically.
- In October '98, Cohiba has the most dominant best brand perception, even eclipsing Macanudo. (Perceived country of origin is unknown)
- The percent of consumers that claim they smoke their best cigar most-often remains at about 30%.
- prominent reasons premium consumers do not smoke their perceived High prices and the lack of availability of their best brand are the two best brand most-often.

Best Brand Ever Smoked



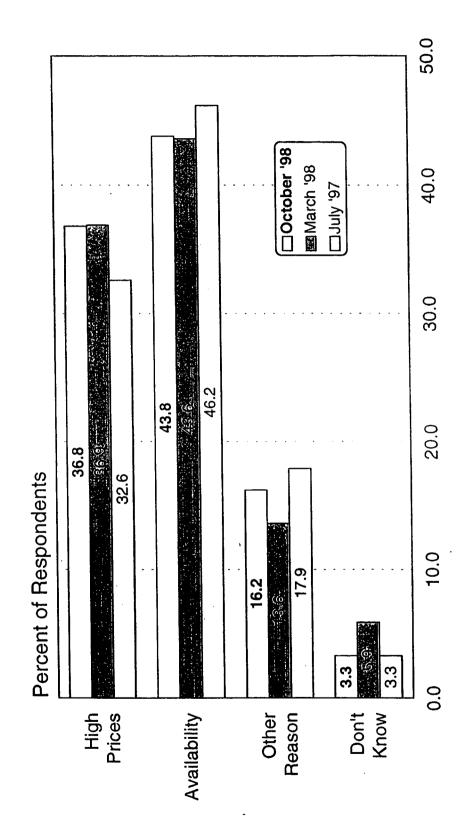
Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Best Brand is Primary Brand



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Reason for not Smoking Best Brand Regularly



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

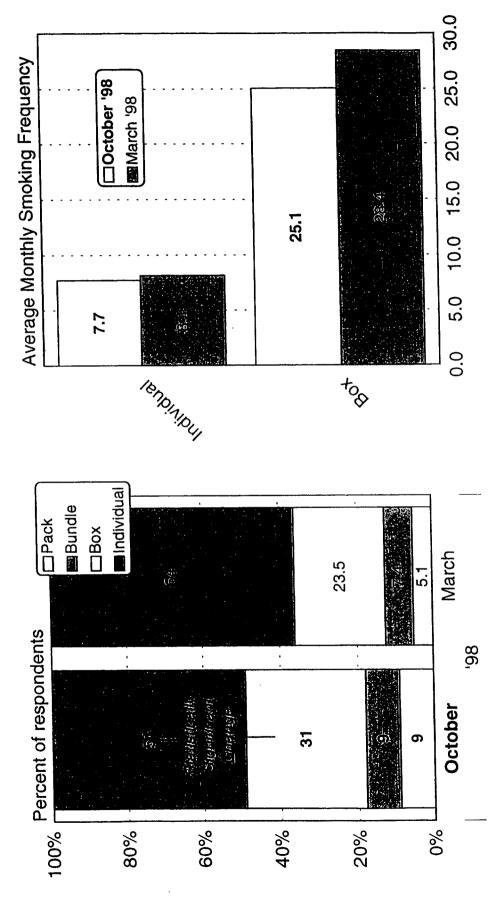


Consumer Purchase Behavior

How Cigars are Purchased

- About 50% of premium consumers by their cigars individually.
- A statistically significant higher number of consumers claim they are purchasing by the box most-often in October '98 than in March '98.
- The increase in consumers purchasing by the box have all come from those that formally purchased individually most-often.
- Premium consumers that purchase their cigars by the box smoke more than three times the number of cigars per month on average than ndividual purchasers. 1

Individual, Pack, Box, & Bundle Purchases



* Small sub-sample sizes; interpret with caution

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Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98



Consumer Purchase Behavior

Price Paid for Cigars and Price Sensitivity

The average price paid per cigar, when purchased individually, is about \$6.00.

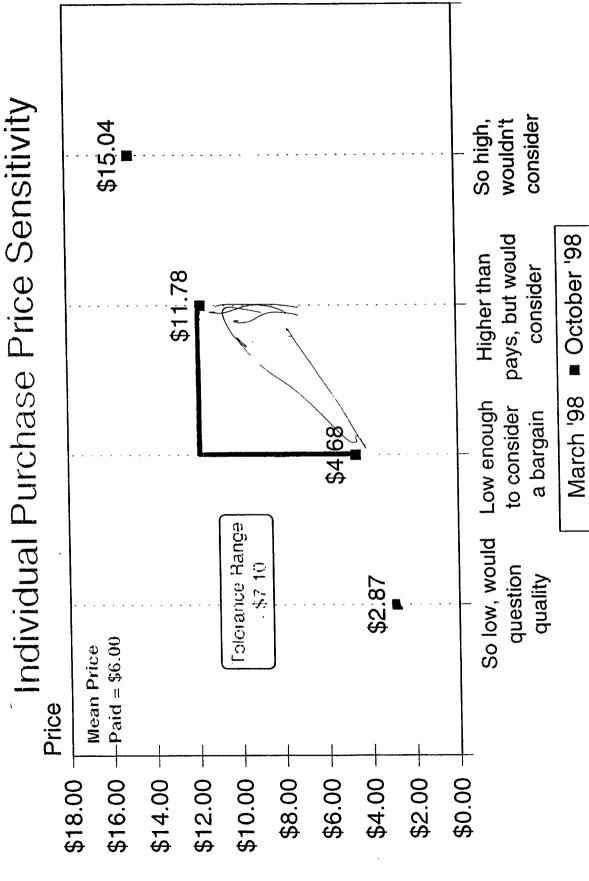
Individual purchasers of cigars claim to be less price sensitive vs. March '98. the price range defined in the price sensitivity analysis. This coincides with A significant majority of individual purchasers make their purchases within The average price paid per box of cigar is \$66.39. the increased size of the defined range.

Box purchasers of cigars claim to be a slightly more price sensitive vs.

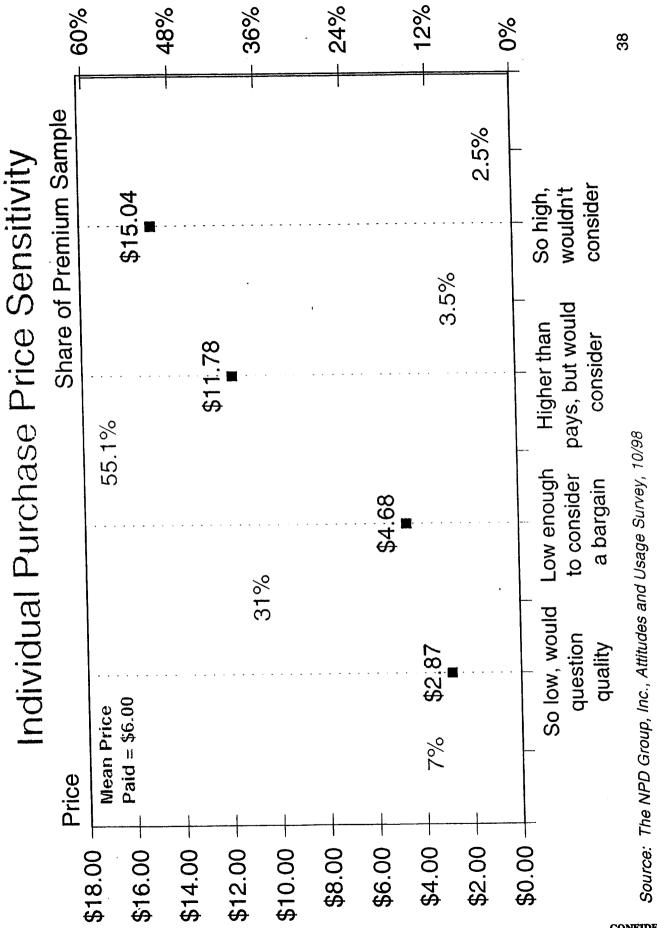
March 198.

range defined in the price sensitivity analysis, while only one-quarter of box purchasers indicate they purchase within the defined price range. Almost half of box purchasers indicate they are spending below the



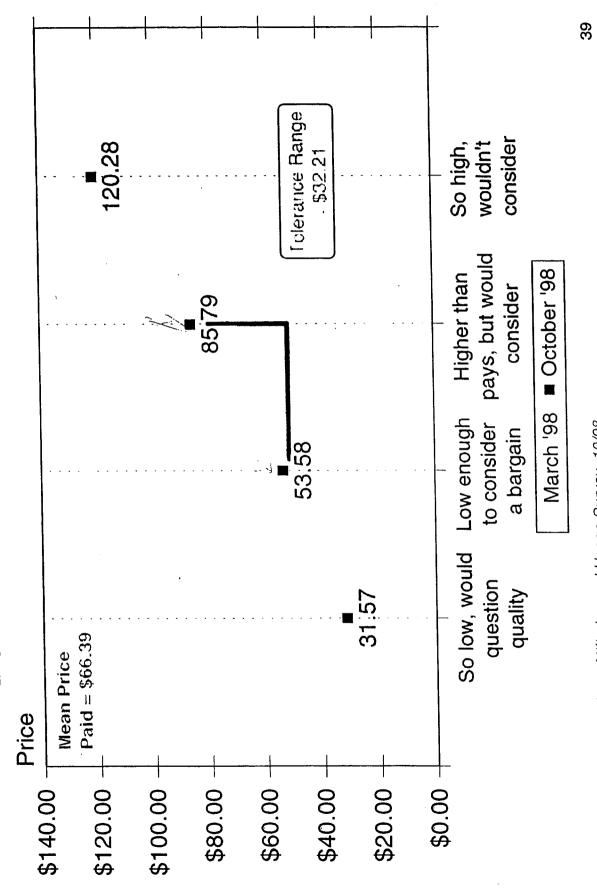


Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98



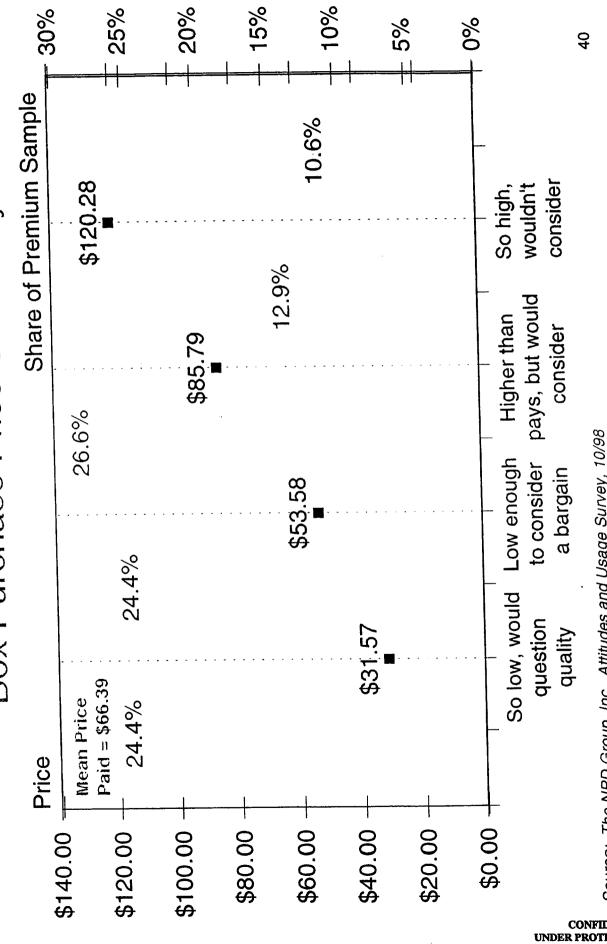
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Box Purchase Price Sensitivity



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Box Purchase Price Sensitivity



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98



Consumer Purchase Behavior

Purchase Channels

The tobacconist continues to be the dominant channel among premium consumers.

tobacconist most-often. This is consistent with March '98 data. About 70% of premium consumers indicate they shop at the

indicate the shop that they use is a "traditional tobacconist", as Approximately 80% of tobacconist most-often consumers defined in the survey instrument.

Mail order/catalog maintains a 15 - 20% share of consumer.

Primary Store Tracking

	July '95	58.0	30.0	3.0	3.0
	July 96'	65.0	17.0	7.0	3.0
	July 79'	0.69	13.0	2.0	0.9
	March '98	74.2	13.3	3.9	2.5
	October '98	67.6	17.9	2.3	2.9
□ Tobacco Store □ Tobacco Store □ Food/Mass/Drug □ C-Store/Minimart/Gas Stat. □ Liquor Store ■ Rest/Bar/Coffee ■ Dept/Men's Spec ■ Other	%0.0	Tobacco Store	Mail Order/Catalog	Food/Mass/Drug	C-Store/Minimart/Gas Stat.

4.0

6.0

1.2

6.5

Dept/Men's Spec Other

1.0

1.6

2.0

0.9

Rest/Bar/Coffee

Liquor Store

2.0

0.1

3.0

Type of Tobacco Shop

3/98

86/0

Traditional Tob. Shop %0.08

77.5%

Tobacco Outlet 19.3% Neither 0.7%

Tobacco Outlet 21.1% Neither 1.4% Traditional Tob. Shop

Traditional Tobacconist = A store that is smaller, traditional-style tobacconist which specializes in cigar and pipe products and other premium tobacco products. Tobacco Outlet = A store that sells all types of tobacco products, including cigarettes, at discounted prices.

Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

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Relative Importance and Satisfaction Attribute Ratings

Relative Importance of Quality, Price, and Size

Qualitative research identifies quality, price, and size as the three most important criteria for consumers to smoke a cigar.

Relative to price and size, quality is the most important attribute in choosing a cigar. Satisfaction with Quality of Ingredients, Quality of Construction, Price, and **Taste**

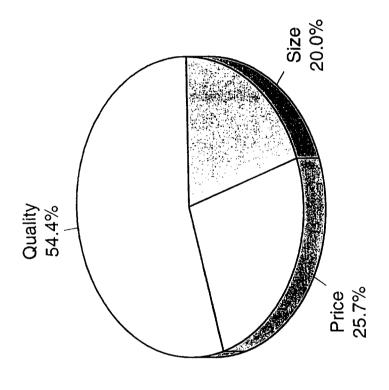
and taste as the most important criteria for consumers to continue to smoke a Qualitative research identifies quality (of ingredients and construction), price, cigar regularly.

their primary brand among premium smokers all remain consistent from March Satisfaction with the quality of ingredients, quality of construction, and price of 98 measurements.

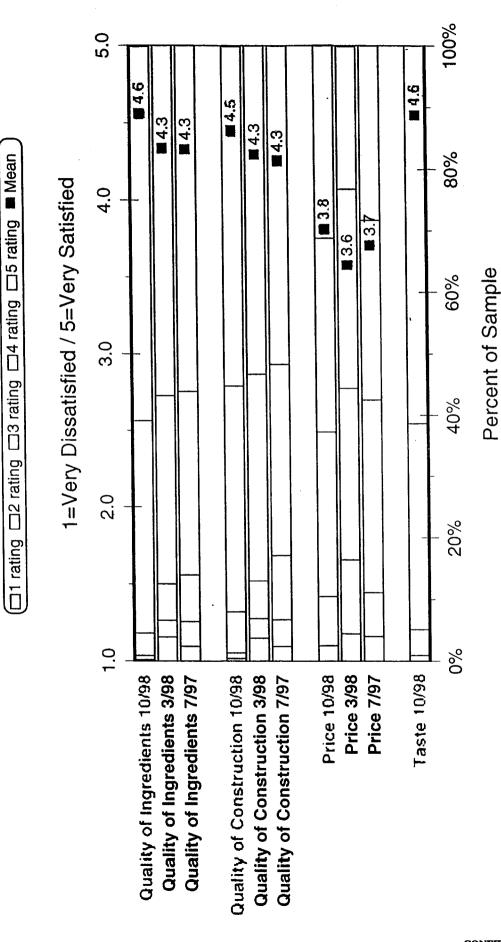
Premium consumers are extremely satisfied with the taste of their primary

44

Relative Importance of Quality, Price, Size



Satisfaction with Quality, Price, Taste



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

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Consumer Media Behavior

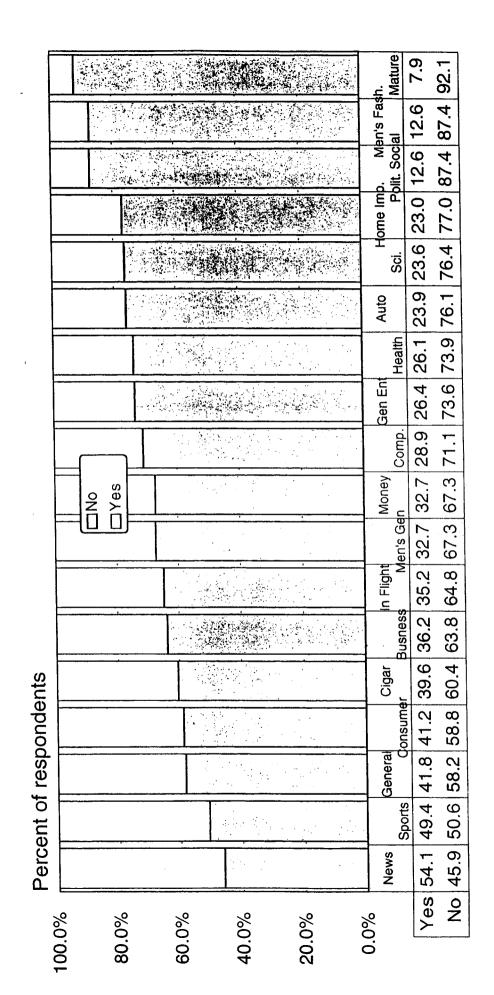
Magazines Read

- The top two types of publications for premium consumers are news and sports magazines.
 - General/Non-specific, consumer, and cigar magazines are also read regularly by a significant number of premium consumers. j
 - Political/Social, Men's Fashion, and mature magazines are the three least read magazines among premium consumers.

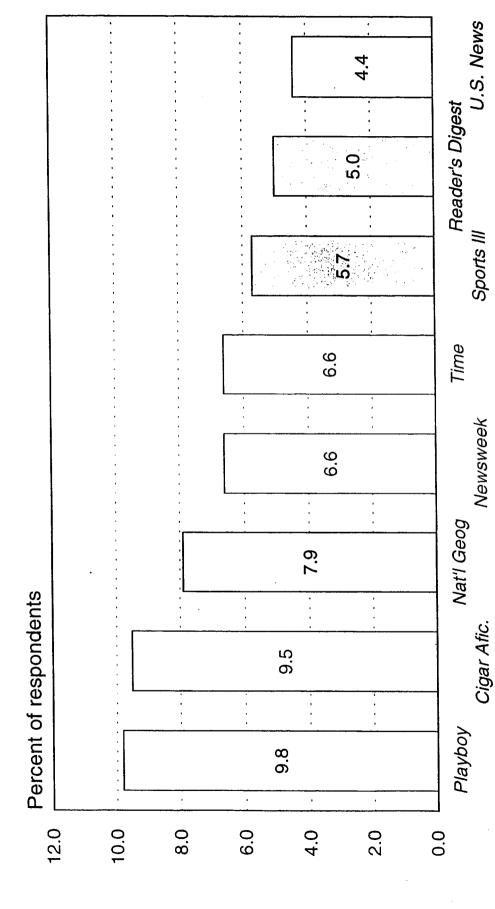
Top Magazine Subscriptions

Playboy and Cigar Aficionado are the top two magazine subscriptions among premium consumers. į

Types of Magazines Read Regularly



Top Magazine Subscriptions



49

Consumer Demographics

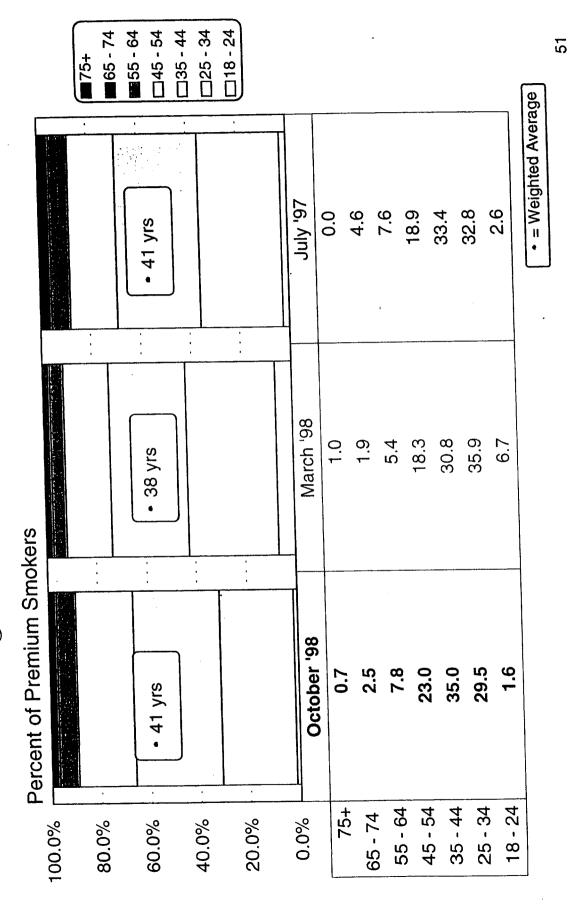
Standard Demographics

- The age of premium consumers remains relatively consistent from July
 - The weighted average age of premium consumers is about 40 years.
- Total household income for premium consumers is consistent from July

Access to Computers

- More than 80% of premium consumers use computers either at work, at home, or both.
 - About 3 out of 4 premium consumers have access to the internet and almost 90% of those that use computers.

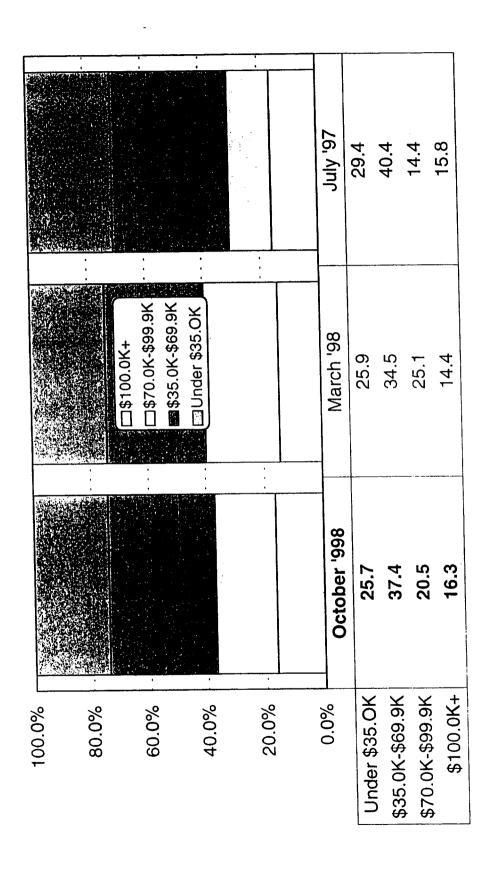
Age of Premium Smokers



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

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UNDER PROTECTIVE ORDER
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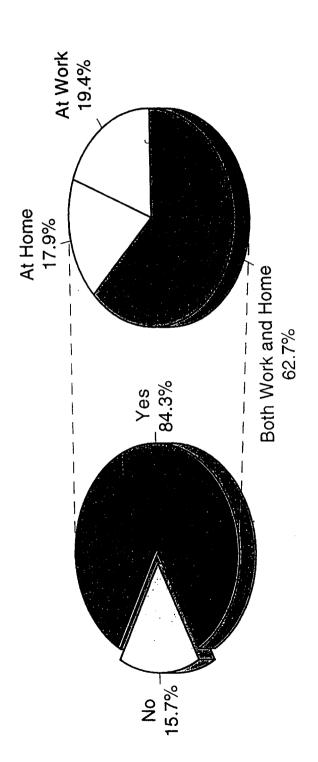
HH Income of Premium Smokers



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

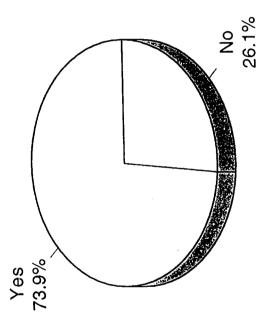
Access to Computers

Computer Usage and Location of Computer(s)



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98

Internet Access Among All Premium Smokers



Source: The NPD Group, Inc., Attitudes and Usage Survey, 10/98



Summary of Key Findings

Consumer Definition and Awareness

The majority of premium smokers were introduced to cigars by friends.

Premium smokers' attitudes have stabilized, which is indicative of maturation into the category of "boom" smokers. The proliferation of brands in the premium category has almost leveled

Macanudo continues to dominate in terms of awareness among premium smokers.



Summary of Key Findings

Consumer Usage Trends and Purchase Behavior

The perception that Macanudo is a starter cigar is not apparent in this data.

previous measurements, as they may be settling into more loyal brand sets. Premium consumers have changed their primary brand less in 1998 than in

Macanudo continues to dominate, in terms of primary brand share among premium smokers.

Cohiba receives the highest rating in terms of "best brand ever smoked", eclipsing Macanudo.



Summary of Key Findings

Consumer Usage Trends and Purchase Behavior

There are several indications of increased cross-over behavior among premium smokers.

individually, an increasing number claim to be purchasing by the box. This While the majority of premium smokers continue to purchase their cigars appears to be driven by price. About 70% of premium smokers indicate they purchase from a tobacco store most-often. About 20% of these consumers indicate their tobacconist is an

Computer and Internet usage is extremely high among premium consumers.

Premium Conclusions

- Macanudo's continued dominance in terms of awareness and usage should be used as a leverageable asset by General Cigar Company.
- information from tobacconists and peers, communication efforts should exploit Realizing that the majority of premium consumers receive their cigar this dynamic.
- premium consumers due to the high incidence level of internet access among • The Internet is a growing medium and opportunity for communicating with our consumers.

December 1998

Mass-Market Assessment Qualitative Research

January 1999

Premium Market Assessment

Qualitative Research

Objective

• The primary objective is to explore the consumer and observe any potential changes in consumer behavior for validation in quantitative research.

Perception of Arturo Fuente Brand Family

• It appears that some consumers are becoming aware of the brand family of Arturo Fuente produced brands in addition to Arturo Fuente cigars that are unavailable. Fuente. Consumers indicate they purchase Cuesta Rey, Montesino, and other This was particularly apparent in Tampa.

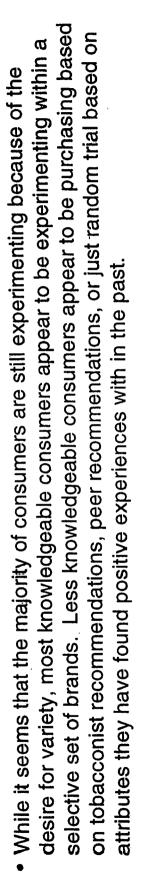


• This could be critical to General Cigar Holdings if this trend were to continue. The and exclusivity among consumers, as we have seen in the past. However, other limited availability of Arturo Fuente cigars has produced this cachet of rareness brands produced by Fuente are readily available to the consumer. The most notables of these brands appear to be Cuesta Rey and Ashton. Consumers appear to be applying this cachet to these brands and regarding them as an acceptable substitute for their Fuente cigars that are not available.

Brand Behavior

- appear to be doing so based on beneficial product attributes (wrapper color, etc.) with no · Consumers do not appear to be becoming any more brand loyal in light of the shakeout in the market. Most consumers are still experimenting with different cigars. However, it appears that knowledgeable consumers are doing so with extensions of current brands and/or new products from reputable manufacturers. Less knowledgeable consumers loyalties to brand or manufacturer.
- better ("cigar nirvana"), but merely for the desire for variety or to find something different. Consumers do not appear to be experimenting with different cigars to find something It seems that today's consumer does not want complacency in his smoking patterns.

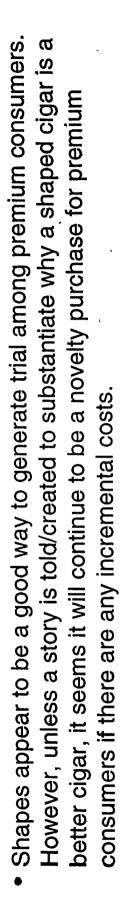




Perception of Shape

- consumer claims may indicate that trial is escalating. Trial appears to be Awareness of various shapes (non-specific) appears relatively high, and primarily driven because it is a novelty.
- consumers indicate a belief that shaped cigars are rolled by the premier cigar It seems that consumers do not translate the shape of a cigar to mean an inherent higher quality. However, some of the more knowledgeable rollers due to their complexity and may be of higher quality.





Perception of Country of Origin

- the category, cigars, and manufacturers. Those that are more knowledgeable know that quality cigars are "made by manufacturers, not countries". It appears that assessment of the quality of product from various countries of origin is predominantly made based on personal experience. Consumer perception of country of origin appears to vary based on their individual knowledge seems to only be predominant in those smokers with little or moderate specific knowledge of and experience with cigars. The mystique surrounding Cuban cigars is still apparent, but it
- the components of any given cigar could be from various countries and it was simply where the tobacco. Others indicated that it was the source of the tobacco. And yet others believed that Some consumers indicated country of origin is where the cigar is rolled and the source of the There seems to be some ambiguity among consumers about what country of origin means. cigar was produced and packaged.





definition of what country of origin means among premium consumers. The affinity for Cuban There does not appear to be any clear or consistent imagery for any of the popular countries consumers. The perception of other countries of origin appear polarizing and depends on cigars does not seem to be as real a factor among most consumers as it has been in the past. This is most likely indicative of a generally higher knowledge level among premium of origin for premium cigars. There also does not appear to be any clear or consistent the various past experiences of the individual consumers.

Perception of Wrapper Color

preference regarding wrapper color revolves around this perception of flavor premium consumers. These consumers indicate the darker the color of the wrapper, the more full-bodied/stronger the flavor of the cigar will be. Their Consumer perception of wrapper color seems to be relatively consistent (noting the exception of extremely knowledgeable consumers) among intensity based on what they like.

 It seems that premium consumers appear to perceive candela wrappers as being bitter and cheap.



· Wrapper color seems to coincide with the individual consumer's taste preference.

Communicating with Premium Consumers

wrapper color, or country of origin. More knowledgeable consumers appear to What makes a message compelling to the premium consumer appears to vary sporting activity, or relaxation. It seems the most compelling type of message to this consumer takes them to when and where they are enjoying their cigar. be driven by the experience of smoking their cigar, such as a social setting, consumers are driven by product attribute information, such as size, shape, by the knowledge level of the individual consumer. Less knowledgeable

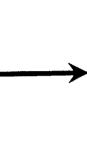


about the product and its specific attributes in communication because it is an knowledgeable consumers seem to want communication to place them in the Less knowledgeable consumers appear to be more interested in hearing additional source of this information that they are exposed to. More moment they enjoy the cigar.

Punch Advertising

it as celebratory and fun. The response to Newman character was polarizing, as did not emulate the sophistication the ad was targeting. Some consumers were Consumer reaction to the Punch advertising was generally positive recognizing stated that it was "unnatural" for Newman to be in a tuxedo and that, to them, able to grasp the analogy of Newman and the jester and they felt that the ad Seinfeld and was an inherent disconnect for the intended message. Others some people made it clear that they disliked the character he portrayed on was fun.





• The message communicated by the ad appeared to associate a level of status appears relevant to the consumer regardless of their executional issues. or exclusivity of smoking Punch. The message of the Punch ad concept ad appeared consistently memorable.

Hoyo de Monterrey Advertising

their product. This message appeared most compelling to less knowledgeable richness and authenticity of the way premium consumers envision the origin of The setting in the field in the Hoyo de Monterrey ad seems to represent the consumers.



• It appears the message communicated in the Hoyo de Monterrey advertising is one of tradition, quality, and naturalness. Less knówledgeable consumers seemed to almost find this ad informative or educational.

Hoyo de Monterrey Excalibur Advertising

and rarely recalled the brand that sponsored the advertising. One consumer attractive they were unable to take any particular message away from the ad Consumer reaction to the Hoyo de Monterrey Excalibur ad was somewhat inconsistent. While consumers indicated they thought the picture was made the connection between Excalibur and celebration.



 There did not appear to be any clear or consistent message communicated in the Hoyo de Monterrey Excalibur ad.

Expectation from "Millenium" Cigar

Consumers indicated a cigar for the millennium would need to have specific "gimmicks" exploiting the millennium were becoming both predominant and reasons making the cigar special for it to be compelling. They claimed that annoying.



• A millennium cigar appears compelling to consumers, but it must legitimately be made special in order to have any authenticity (i.e. specially aged tobacco)

Conclusions

- portfolio from a reputable manufacturer has the best chance of winning share different products, but only ones that they can trust. It appears that a broad General Cigar Holdings. However, a threat may be looming if Cuesta Rey, Premium consumers' behavioral patterns appear to be remaining relatively Ashton, Montesino, and other Fuente sub-brands pick up the cachet that consistent. However, more experienced smokers appear to be smoking of premium consumers and of their requirements, which bodes well for Fuente now possesses.
- Shapes appear to have awareness among premium consumers. As of now, it unless there is a perceptual change (mainly presented to the consumer in the appears to be a trial generating phenomenon and should continue as such, form of marketing) that adds value to the shape experience.

Conclusions

- predominantly based on previous experience. Cuban affinity appears directly associated with any country of origin for cigars. The Dominican Republic • With the exception of Cuba, there does not appear to be any clear image appears to be regarded as a quality source of premium cigars, but it is associated with the knowledge level of the consumer.
- The types of message that the consumer will find most compelling appear to Less knowledgeable consumers seem to expect and want to learn about the depend on the knowledge level of the consumer. Consumers that are more compelling because they already have the knowledge of product attributes. knowledgeable appear to find situational/experiential communication more product.

Research Implications

- It is important to monitor the awareness of Fuente's portfolio with premium consumers.
- creative development. The data in the consumer segmentation performed by The Cambridge Group had a knowledge variable and will allow this theory to appears that grouping consumers by knowledge level may yield interesting Typically, data is analyzed by groupings, such as tenure and frequency. It results that could be of assistance in future strategic decisions, as well as be tested.

Market Size Estimates

Mass-Market and Premium

Mass-Market

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309

AND			
In the matter of the Trademark Reg For the mark COHIBA Date registered: June 6, 1995			
EMPRESA CUBANA DEL T CUBATABACO,		: : :	
V.	Petitioner,	:	Cancellation No. 92025859
GENERAL CIGAR CO., INC.,		:	
	Respondent.	: : :	
		X	

PARTY: RESPONDENT

For the mark COHIBA

Date registered: February 17, 1981

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 37

23 Feb 95

BANNER 3 TABLE 32B

Q24A : ATTRIBUTE RATINGS - SUMMARY OF MEANS

HOYO HENRI DE JUEN LA H.UP- HAM-WINTER MONTE-CLE- GLORIA MACA- MONTE MONTE PART- PLEI-TOTAL MANN LET MANS REY J.R. MENTE CUBANA NUDO CRISTO CRUZ OSCAR AGAS ADES BASE - total 753 19 12 10 160 19 13 5 - 108 respondents GOOD VALUE 3.6 4.2 4.3 4.6 4.3 3.5 2.4 3.6 - 3.6 MILD TASTE 3.8 4.1 3.7 2.9 2.4 4.1 4.2 3.6 3.5 4.7 FULL-BODIED TASTE 4.0 4.3 4.3 4.6 4.3 3.6 4.8 4.0 4.1 4.3 CONSISTENCY OF 4.3 4.7 4.2 3.4 3.9 4.3 4.3 4.2 - 4.3 4.3 CRAFTSMANSHIP AVAILABILITY 3.5 3.6 3.7 4.1 1.6 4.1 1.7 3.6 3.8 3.0 FRESHNESS 4.3 4.4 4.4 4.2 4.3 4.3 3.8 3.8 4.2 4.0 EASY TO DRAW 4.3 4.4 4.3 3.8 4.5 4.2 4.3 4.2 - 4.2 4.0 AROMA 4.2 4.5 4.1 4.3 4.3 4.2 4.2 - 4.2 4.3

DEFENDANT'S EXHIBIT D 37

23 Feb 95

BANNER 3 TABLE 32B

Q24A : ATTRIBUTE RATINGS - SUMMARY OF MEANS

AN-TONIO

			TONTO					DIMOT						
	TOTAL	ALI- ADOS	CLEO- PATRA		CROOKS	CUBAN	DON THOMAS	DUTCH MAS- TERS		GARCIA VEGA		LA UNICA	LICIN CIADOS	
BASE - total respondents	753	-	-	-	-	-	-	-	-	-	-	-	-	
GOOD VALUE	3.6	-	-	-	~	-	-	-	-		-	-	-	
MILD TASTE	3.8	-	-	-		-	-	-	-	-	-	-	-	
FULL-BODIED TASTE	4.0	-	-	-	-	-	-	-	-		-	-	-	
CONSISTENCY OF CRAFTSMANSHIP	4.3	-	-	-	-	-	-	-	-	-	-	-	-	
AVAILABILITY	3.5	-	-	-	-	-	-	-	-	-	-	-	-	
FRESHNESS	4.3	-	-	-	-	-		-	, -	-	-	-	-	
EASY TO DRAW	4.3	-	-	-	-	-	-	-	-	_	-	-	-	
AROMA	4.2	-		-	-	-	-	-	-	-	-	-	-	

23 Feb 95

BANNER 3 TABLE 32B

Q24A : ATTRIBUTE RATINGS - SUMMARY OF MEANS

	M TOTAL C	ONTE CARLO		NAT SHER- MAN	ONYX	PHI1- LIES	PAUL GAMA- RIAN	PORLAR RANGA	ROBERT BURNS		TIPA- RILLO	TROYA	WHITE
BASE - total respondents	753	-	-	-	-	-	-	-	-	-	-	-	-
GOOD VALUE	3.6	-	-	-	-	-	-	-	-	-	-	-	_
MILD TASTE	3.8	-	-	-	-	-	-	_	-	-	-	-	-
FULL-BODIED TASTE	4.0	-	-	-	-	-	-	_	-	-	-	-	_
CONSISTENCY OF CRAFTSMANSHIP	4.3	-	-	-	-	-	-	-	-	-	-	· <u>-</u>	-
AVAILABILITY	3.5	-	-	-	-	-	-	-	-	-	-	-	-
FRESHNESS	4.3	-	-	-	-	-	-	-	-	-	-	-	_
EASY TO DRAW	4.3	-	-	-	-	-	-	-	-	-	-	-	-
AROMA	4.2	-	-	-	_	-	-	-	-	-	-	-	

23 Feb 95

BANNER 3 TABLE 32C

Q24A : ATTRIBUTE RATINGS - GOOD VALUE

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC- CARAT	BERING	COHIBA	CUESTA REY				EXCA- LIBUR	
BASE -total respondents	753	104	7	59	2	1	30	2	51	2	8	2	1
TOP TWO BOX	403	65	5	25	1	-	8	1	13	2	4	2	-
-	53.5	62.5	71.4	42.4	50.0	-	26.7	50.0	25.5	100.0	50.0	100.0	-
(5) EXCELLENT	200 26.6	39 37.5		5 8.5	1 50.0	-	5 16.7		4 7.8	- -	1 12.5	- -	-
(4) VERY GOOD	203 27.0	26 25.0		20 33.9	-	-	3 10.0	<u>-</u>	9 17.6			2 100.0	- , -
(3) GOOD	220 29.2		2 28.6	15 25.4	-	100.0	_	- -	20 39.2	-	4 50.0	-	-
(2) FAIR	86 11.4		-	12 20.3	1 50.0	-	8 26.7	 -	11 21.6	-	-	<u>-</u>	100.0
(1) POOR	31 4.1		-	7 11.9		-	5 16.7		7 13.7	-	-	-	-
DON'T KNOW/REFUSED	13 1.7		-	-	- -	-	1 3.3		- -	-	-	-	- -
TOTAL	753 100.0			59 100.0	2 100.0							100.0	100.0
Means Std.Dev. Std.Err.	3.6 1.12 0.04	1.02	0.69	3.1 1.17 0.15	2.12	3.0	1.34	-	2.8 1.12 0.16	0.00	3.6 0.74 0.26	0.00	_

23 Feb 95

BANNER 3
TABLE 32C
Q24A: ATTRIBUTE RATINGS - GOOD VALUE

HOYO HENRI DE JUEN LA H.UP- HAM- WINTER MONTE-CLE- GLORIA MACA- MONTE MONTE PART- PLEI-TOTAL MANN LET MANS REY J.R. MENTE CUBANA NUDO CRISTO CRUZ OSCAR AGAS ADES BASE -total 753 19 12 10 19 160 13 5 - 108 respondents TOP TWO BOX 403 13 10 9 14 77 2 - 56 53.5 68.4 - 83.3 90.0 - 73.7 48.1 15.4 40.0 - 51.9 33.3 6 (5) EXCELLENT 200 10 7 10 32 1 - 24 26.6 52.6 50.0 70.0 52.6 20.0 7.7 20.0 - 22.2 33.3 (4) VERY GOOD 203 3 4 2 4 1 27.0 15.8 33.3 20.0 - 21.1 28.1 7.7 20.0 - 29.6 (3) GOOD 220 5 2 3 56 5 3 - 36 29.2 26.3 16.7 10.0 - 15.8 35.0 38.5 60.0 - 33.3 66.7 (2) FAIR 86 1 23 14 11.4 5.3 5.3 14.4 - 13.0 (1) POOR 3 4.1 1.9 38.5 1.9 DON'T KNOW/REFUSED 13 1 1 1 1.7 5.3 7.7 0.6 TOTAL 753 19 12 10 19 160 13 5 - 108 100.0 100.0 - 100.0 100.0 - 100.0 100.0 - 100.0 100.0 100.0 100.0 Means 3.6 4.2 4.3 4.6 4.3 3.5 2.4 3.6 - 3.6 3.7 Std.Dev. 1.12 1.01 - 1.03 1.15 - 0.78 0.70 - 0.96 1.03 1.38 0.89 Std.Err. 0.04 0.23 - 0.22 0.22 - 0.23 0.08 0.40 0.40 - 0.10 0.67

23 Feb 95

BANNER 3
TABLE 32C
Q24A : ATTRIBUTE RATINGS - GOOD VALUE

	TOTAL	PRIMO DEL REY	PUNCH	RAMON		ROYAL JAMICA		TE-AMO	TEMPLE HALL	THOMP- SON	ZINO
BASE -total respondents	753	-	10	1	13	4	-	3	4	1	3
TOP TWO BOX	403	-	7	1	9	1	-	3	3	1	2
	53.5	-	70.0	100.0	69.2	25.0	-	100.0	75.0	100.0	66.7
(5) EXCELLENT	200 26.6		3 30.0	100.0		-	- -	3 100.0	2 50.0		1 33.3
(4) VERY GOOD	203 27.0		4 40.0		6 46.2	1 25.0		-	1 25.0		_
(3) GOOD .	220 29.2		20.0		3 23.1			<u>-</u>	1 25.0		1 33.3
(2) FAIR	86 11.4		-	-	1 7.7			-	-	-	-
(1) POOR	31 4.1		1 10.0		-	-	-	-	-	-	-
DON'T KNOW/REFUSED	13 1.7			-	-	-	-	-	-	-	-
TOTAL	753 100.0		10 100.0	100.0		4 100.0		3 100.0			3 100.0
Means Std.Dev. Std.Err.	3.6 1.12 0.04	-	1.23	-	0.90	0.82	-	0.00	0.96	-	1.00

23 Feb 95

BANNER 3 TABLE 32C

Q24A : ATTRIBUTE RATINGS - GOOD VALUE

AN-TONIO

	TOTAL	ALI- ADOS	CLEO- PATRA		CROOKS	CUBAN	DON THOMAS	DUTCH MAS- TERS	EL PRO- DUCTO	GARCIA VEGA		LA UNICA	LICIN CIADOS
BASE -total respondents	753	-	-	-	-	-	<u>-</u>	-	-	-	-	-	-
TOP TWO BOX	403	-	-	-	-	-	-	-	-	-	-	-	-
	53.5	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	200 26.6		-	-	-	-	- -	-	-	-	-	-	 -
(4) VERY GOOD	203 27.0	-	-	-	-	-	-	-	-	<u>.</u> -	-	-	-
(3) GOOD	220 29.2	<u>-</u>	- -	- -	-	_	-	-	-	-	-	-	- -
(2) FAIR	86 11.4	-	-	-	-	-	-	- -	· _	-	-	-	- -
(1) POOR	31 4.1		- -	-	-	- -	-	-	- -	-	-	-	-
DON'T KNOW/REFUSED	13 1.7		-	-	- -	-	-	-	-	-	-	- -	-
TOTAL	753 100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means Std.Dev. Std.Err.	3.6 1.12 0.04	-	- - -	- - -	- - -	- - -	- 	- - -	- - -	- - -	- - -	- - -	- - -

23 Feb 95

BANNER 3 TABLE 32C

Q24A : ATTRIBUTE RATINGS - GOOD VALUE

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER- MAN	ONYX		PAUL GAMA- RIAN	PORLAR RANGA		SWIS- HER SWEETS	TIPA- RILLO	TROYA	WHITE OWL
D20D 4 - 1 - 2													
BASE -total respondents	753	-	-	_	_	_	-	-	-	-	-	-	-
TOP TWO BOX	403	-	-	-	-	-	-	-	-	-	-	-	-
	53.5	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	200	-	_	_	_	-	_	_	-	· <u>-</u>	_	_	_
	26.6	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	203	_	_	_	_	_	-	_	_	_	_	_	_
	27.0	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	220	_	_	_	_	_	_	_	_	_	_	_	_
	29.2	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	86	_	-	_	_	_	-	_	_	-	_	_	~
	11.4		-	-	-	-	-	-	-	-	-	-	-
(1) POOR	31	-	_	_	_	_	_	_	_	_	_	_	_
	4.1		-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	13	_	<u>.</u>	_	_	_	_	_	_	_	_	_	_
	1.7		-	-	-	-	-	-	-	-	-	-	-
TOTAL	753	_	_	_	_	_	-	_	_	_	_	_	_
	100.0		-		-	_	_	-	-	-	-	-	-
Means	3.6	-	_	_	_	_	_	_	_	_	_	_	_
Std.Dev.	1.12		_	_	_	_	- -	_	_	_	_	-	_
Std.Err.	0.04		_	-	_		_	· -	_	_	_	-	_

23 Feb 95

BANNER 3
TABLE 32D
Q24A : ATTRIBUTE RATINGS - MILD TASTE

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC- CARAT	BERING		CUESTA REY	DAVID -OFF	DON DIEGO		EXCA- LIBUR	
BASE -total respondents	753	104	7	59	2	1	30	2	51	2	8	2	1
TOP TWO BOX	479	67	4	44	-	1	18	2	35	2	7	1	1
	63.6	64.4	57.1	74.6	-	100.0	60.0	100.0	68.6	100.0	87.5	50.0	100.0
(5) EXCELLENT	252 33.5			26 44.1		1 100.0		1 50.0	18 35.3			° 1	
(4) VERY GOOD	227 30.1			18 30.5	-	-		_	17 33.3		3 37.5	- -	- -
(3) GOOD	166 22.0		-	6 10.2	1 50.0	-	2 6.7	-	8 15.7	-	-	1 50.0	- -
(2) FAIR	59 7.8	· · · · · · · · · · · · · · · · · · ·		7 11.9	1 50.0	-	_	_	6	-	-	-	-
(1) POOR	28 3.7	1	-	1.7	_	-	5	-	1		-	-	-
DON'T KNOW/REFUSED	21	4	-	1	-	-	3	-	1	-	1	- -	-
TOTAL	2.8 753			1.7 59	2	1	10.0		2.0		12.5	2	- 1
	100.0				100.0								
Means Std.Dev. Std.Err.	3.8 1.10 0.04	0.92	1.00	4.1 1.10 0.14	0.71	5.0	1.55		1.09	0.71	4.6 0.53 0.20	1.41	· -

23 Feb 95

BANNER 3 TABLE 32D

Q24A : ATTRIBUTE RATINGS - MILD TASTE

HOYO

	TOTAL	H.UP- MANN	HAM- LET	HENRI WINTER MANS	DE MONTE- REY	J.R.	JUEN CLE- MENTE	LA GLORIA CUBANA		MONTE CRISTO	MONTE CRUZ	OSCAR		PLEI- ADES
BASE -total respondents	753	19	-	-	12	10	-	19	160	13	5	-	108	3
TOP TWO BOX	479	12	-	-	6	5	_	2	123	9	3	-	52	3
	63.6	63.2	-	-	50.0	50.0	-	10.5	76.9	69.2	60.0	-	48.1	100.0
(5) EXCELLENT	252 33.5	11 57.9		-	5 41.7	1 10.0	-	1 5.3		7 53.8	-	-	21 19.4	2 66.7
(4) VERY GOOD	227 30.1	1 5.3		-	1 8.3	4 40.0	-	1 5.3		2 15.4	3 60.0	- -	31 28.7	
(3) GOOD	166 22.0		-	-	4 33.3	1 10.0	-	7 36.8		2 15.4		- -	37 34.3	
(2) FAIR	59 7.8	2 10.5		-	1 8.3	1 10.0		2 10.5		- -	-	- 	13 12.0	
(1) POOR	28 3.7			-	1 8.3	3 30.0	-	6 31.6		1 7.7	-	- -	5 4.6	
DON'T KNOW/REFUSED	21 2.8	-	-	-	-	-	· -	2 10.5				· -	1 0.9	
TOTAL	753 100.0	19 100.0		-	12 100.0	10 100.0		19 100.0	160 100.0		5 100.0		108 100.0	3
Means Std.Dev. Std.Err.	3.8 1.10 0.04	1.15	-	- - -	3.7 1.37 0.40	1.52	-	2.4 1.22 0.30	0.90	1.27	0.55	-	3.5 1.08 0.10	0.58

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BANNER 3
TABLE 32D
Q24A : ATTRIBUTE RATINGS - MILD TASTE

	TOTAL	PRIMO DEL REY	PUNCH	RAMON		ROYAL JAMICA	SIMON BOLI- VAR	TE-AMO	TEMPLE HALL	THOMP- SON	ZINO
BASE -total respondents	753	-	10	1	13	4	-	. 3	4	1	3
TOP TWO BOX	479	-	8	-	9	2	-	3	3	1	3
	63.6	-	80.0	-	69.2	50.0	-	100.0	75.0	100.0	100.0
(5) EXCELLENT	252 33.5	-	6 60.0	- -	5 38.5	2 50.0	- -	1 33.3	2 50.0	-	2 66.7
(4) VERY GOOD	227 30.1	-	2 20.0	- -	4 30.8	- -	-	2 66.7	1 25.0	100.0	1 33.3
(3) GOOD	166 22.0		2 20.0	- -	3 23.1	2 50.0	-	- -	1 25.0	-	-
(2) FAIR	59 7.8		-	- -	1 7.7	-	- -	-	-	-	-
(1) POOR	28 3.7		-	100.0		-	-	-	-	- -	- -
DON'T KNOW/REFUSED	21 2.8	-	-	<u>-</u>	-	-	- -	-	-	- -	-
TOTAL	753 100.0		10 100.0	100.0	13 100.0	4 100.0		3 100.0	4 100.0	100.0	3 100.0
Means Std.Dev. Std.Err.	3.8 1.10 0.04	-	4.4 0.84 0.27	1.0	1.00	1.15	-	4.3 0.58 0.33	0.96	-	4.7 0.58 0.33

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BANNER 3 TABLE 32D

Q24A : ATTRIBUTE RATINGS - MILD TASTE

AN-TONIO

	TOTAL	ALI- ADOS	CLEO- PATRA		CROOKS	CUBAN	DON THOMAS	DUTCH MAS- TERS	EL PRO- DUCTO	GARCIA VEGA		LA UNICA	LICIN CIADOS
BASE -total respondents	753	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	479	-	-	-	-	-	_	-	-	-	-	-	-
	63.6	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	252 33.5	-	-	-	-	-	-	-	- -	-	-	-	-
(4) VERY GOOD	227 30.1	- -	- -	-	-	- -	-	-	-	- -	-	<u>-</u> -	- -
(3) GOOD	166 22.0	-	, <u>.</u>	-	-	-	- -	- -	- -	-	-	- -	- -
(2) FAIR	59 7.8	- -	-	-	-	- -	-	-	- -	-	<u></u> -	- -	- -
(1) POOR	28 3.7	-	-	-	-	-	-	-	-	-	-	-	_ _
DON'T KNOW/REFUSED	21 2.8	-	-	-	-	-	-	-	-	-	-	- -	-
TOTAL	753 100.0	-	-	-	-	-	-	-	-	-	-	<u>-</u>	- -
Means Std.Dev. Std.Err.	3.8 1.10 0.04		- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- -

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BANNER 3 TABLE 32D

Q24A : ATTRIBUTE RATINGS - MILD TASTE

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER- MAN	ONYX		PAUL GAMA- RIAN	PORLAR RANGA	ROBERT BURNS	SWIS- HER SWEETS	TIPA- RILLO	TROYA	WHITE OWL
BASE -total respondents	753	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	479	-	-	-	-	-	-	-	-	-	-	-	-
Marie -	63.6	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	252	-	_	_		_	_	-	_	-	_	_	_
	33.5	-	-	-	-	_	-	-	-	-	-	-	
(4) VERY GOOD	227	_		_	_	_	_	_	_	_	_	_	_
(3) 12112 3332	30.1		-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	166	_	_	_	_	_	_	_	_	_	_	_	_
(3) 3002	22.0		-	_	_	_	-	-	_	_	_	_	-
(2) FAIR	59	_	_	_	_	_	_	_	_				
(2) 21111	7.8		-	-	_	_	-	- -	-	-	_	_	-
(1) POOR	28	_	_		_	_	_	_	_	_	_	_	_
(2) 2002	3.7		-	-	-	-	-	_	_	_	-	, -	_
DON'T KNOW/REFUSED	21	_	_	_	_	_	_	_	_	_	_	_	
2011 1 121011/1101 0010	2.8		-	-	-	-	-	_	_	_	-	-	-
TOTAL	753	_	_	_	_	_	_		_	_	_	_	
	100.0		-	-	_	_	-	_		_	-	_	-
Means	3.8												
Std.Dev.	1.10		_	_	_	_	_	_	-	_	_	_	-
Std.Err.	0.04		_	_			_	_	_	_		_	_

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 3 TABLE 32E

Q24A : ATTRIBUTE RATINGS - FULL-BODIED TASTE

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC- CARAT	BERING	COHIBA		DAVID -OFF	DON DIEGO		EXCA- LIBUR	
BASE -total respondents	753	104	. 7	59	2	1	30	2	51	2	8	2	1
TOP TWO BOX	500	72	5	36	-	-	27	1	38	2	5	1	1
	66.4	69.2	71.4	61.0	-	-	90.0	50.0	74.5	100.0	62.5	50.0	100.0
(5) EXCELLENT	283 37.6	38 36.5	3 42.9	13 22.0	-	-	25 83.3	1 50.0	22 43.1		3 37.5	1 50.0	
(4) VERY GOOD	217 28.8			23 39.0	-	-	2 6.7		16 31.4			-	-
(3) GOOD	178 23.6		2 28.6	17 28.8	1 50.0	100.0	_		9 17.6		•	1 50.0	
(2) FAIR	49 6.5	_	-	3 5.1	1 50.0	· -	-	-	2 3.9	-	- -	<u>-</u>	-
(1) POOR	11 1.5		-	1 1.7	-	-	-	-	2.0	-	-	- -	- -
DON'T KNOW/REFUSED	15 2.0		-	2 3.4	-	-	1 3.3			-	-	-	-
TOTAL	753 100.0			59 100.0		100.0			51 100.0		_	2 100.0	_
Means Std.Dev. Std.Err.	4.0 1.01 0.04	0.91	0.90	3.8 0.93 0.12		-	0.56	-		0.00	4.0 0.93 0.33	1.41	-

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BANNER 3
TABLE 32E
Q24A : ATTRIBUTE RATINGS - FULL-BODIED TASTE

	TOTAL	H.UP-	HAM- LET	HENRI WINTER MANS	HOYO DE MONTE- REY	J.R.	CLE-	LA GLORIA CUBANA					PART- AGAS	
BASE -total respondents	753	19	-	-	12	10	-		160	13	5	-	108	3
TOP TWO BOX	500	14	-	-	9	8	-	13	86	13	3	-	81	3
	66.4	73.7	-	-	75.0	80.0	-	68.4	53.8	100.0	60.0	-	75.0	100.0
(5) EXCELLENT	283 37.6	11 57.9		-	7 58.3	6 60.0	-	10 52.6	42 26.3		2 40.0		40 37.0	
(4) VERY GOOD	217 28.8				_	2 20.0		3 15.8	44 27.5		1 20.0		41 38.0	
(3) GOOD	178 23.6	4 21.1			_	1 10.0		-	47 29.4		2 40.0		21 19.4	
(2) FAIR	49 6.5			-	-	-	-	1 5.3	22 13.8		-	-	3 2.8	<u>-</u> -
(1) POOR	11 1.5		- -	-	-	-	-	-	4 2.5		- -	-	2 1.9	-
DON'T KNOW/REFUSED) 15 2.0		- -	-	-	1 10.0		2 10.5			-	-	1 0.9	
TOTAL	753 100.0	19 100.0		-	12 100.0	10 100.0			160 100.0		5 100.0		108 100.0	
Means Std.Dev. Std.Err.	4.0 1.01 0.04	0.99	-	- - -	4.3 0.89 0.26	0.73	_		1.10	0.44	1.00	-		0.58

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 3
TABLE 32E
Q24A : ATTRIBUTE RATINGS - FULL-BODIED TASTE

	TOTAL	PRIMO DEL REY	PUNCH	RAMON		ROYAL JAMICA		TE-AMO	TEMPLE HALL	THOMP- SON	ZINO
BASE -total respondents	753	-	10	1	13	4	-	3	4	1	3
TOP TWO BOX	500	-	8	1	9	4	-	3	3	-	2
	66.4	-	80.0	100.0	69.2	100.0	~	100.0	75.0	-	66.7
(5) EXCELLENT	283 37.6		7 70.0		7 53.8	3 75.0	- -	-	3 75.0		1 33.3
(4) VERY GOOD	217 28.8		10.0		2 15.4	1 25.0		3 100.0		-	1 33.3
(3) GOOD	178 23.6		2 20.0	-	3 23.1		-	-		1 100.0	
(2) FAIR	49 6.5		-	-	-	-	-	-	1 25.0		33.3
(1) POOR	11 1.5		-	-	1 7.7		-	-	-	-	-
DON'T KNOW/REFUSEI) 15 2.0		- -	- -	-	-	-	-	-	-	-
TOTAL	753 100.0		10 100.0		13 100.0			3 100.0			3
Means Std.Dev. Std.Err.	4.0 1.01 0.04	-	0.85	-	1.26	0.50	-	0.00	1.50	-	-

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BANNER 3 TABLE 32E

Q24A : ATTRIBUTE RATINGS - FULL-BODIED TASTE

AN-TONIO

	TOTAL	ALI- ADOS	CLEO- PATRA		CROOKS	CUBAN	DON THOMAS	DUTCH MAS- TERS	EL PRO- DUCTO	GARCIA VEGA		LA UNICA	LICIN CIADOS
BASE -total respondents	753	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	500	-	. -	-	_	-	-	-	-	-	-	-	-
	66.4	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	283 37.6		-	-	-	-	-	-	-	-	-	- -	-
(4) VERY GOOD	217 28.8		- -	-	-	- -	-	- -	-	-	<u>-</u>	-	-
(3) GOOD	178 23.6		- -	-	- -	<u>-</u>	-	- -	- -	-	- -	- -	-
(2) FAIR	49 6.5		-	-	-	- -	-	-	-	-	- -	-	-
(1) POOR	11 1.5		-	-	-	-	-	-	-	- -	-	- -	-
DON'T KNOW/REFUSED	15 2.0		-	-	-	-	-	-	-	-	-	- -	- -
TOTAL	753 100.0		-	-	-	-	-	-	-	-	-	-	- -
Means Std.Dev. Std.Err.	4.0 1.01 0.04	. –	- - -	- - -	- - -	- - -	- - -	-	- - -	- - -	- - -	<u>-</u> -	- - -

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BANNER 3 TABLE 32E

Q24A : ATTRIBUTE RATINGS - FULL-BODIED TASTE

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER- MAN	ONYX		PAUL GAMA- RIAN	PORLAR RANGA	ROBERT BURNS	SWIS- HER SWEETS	TIPA- RILLO	TROYA	WHITE OWL
BASE -total respondents	753	*	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	500	-	-	-	-	-	-	-	-	-	-	-	-
	66.4	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	283 37.6		-	-	-	-	-	-	-	-	- -	- -	-
(4) VERY GOOD	217 28.8		-	-	-	-	- -	-	-	-	-	- -	- -
(3) GOOD	178 23.6		-	-	- -	-	-	-	-	-	-	<u></u> -	-
(2) FAIR	49 6.5		-	-	-	-	-	-	-	-	- -	- -	-
(1) POOR	11 1.5		-	-	 -	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	15 2.0		-	-	- -	- -	-	-	-	-	-	- -	 -
TOTAL	753 100.0		-	-	-	-	-	-	-	-	- -	- -	-
Means Std.Dev. Std.Err.	4.0 1.01 0.04		- - -	- - -	-	- - -	- - -	-	- - -	- - -	- - -	-	- - -

BANNER 3
TABLE 32F
Q24A : ATTRIBUTE RATINGS - CONSISTENCY OF CRAFTSMANSHIP

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC+ CARAT	BERING		CUESTA REY	DAVID -OFF	DON DIEGO		EXCA- LIBUR	
BASE -total respondents	753	104	7	59	2	1	30	2	51	2	8	2	1
TOP TWO BOX	593	82	4	47	1	-	26	1	48	1	8	2	1
	78.8	78.8	57.1	79.7	50.0	-	86.7	50.0	94.1	50.0	100.0	100.0	100.0
(5) EXCELLENT	403 53.5	49 47.1		37 62.7	1 5,0.0		24 80.0	-	42 82.4	1 50.0		1 50.0	
(4) VERY GOOD	190 25.2	33 31.7		10 16.9	-	-	2 6.7	1 50.0	6 11.8	-	3 37.5	1 50.0	
(3) GOOD	122 16.2	19 18.3	3 42.9	7 11.9	1 50.0	1 100.0	_	1 50.0		1 50.0		-	-
(2) FAIR	14 1.9		-	2 3.4	- -	-	1 3.3	-	-	-	-	-	-
(1) POOR	10 1.3		-	-	-		-	-	-	-	-	_	-
DON'T KNOW/REFUSED	14 1.9			3 5.1	-	-	-	-	-	- -	-	-	-
TOTAL	753 100.0			59 100.0		100.0					_	_	_
Means Std.Dev. Std.Err.	4.3 0.90 0.03	0.83	1.00	4.5 0.85 0.11	1.41	-	0.81	0.71	0.55	1.41	4.6 0.52		-

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 3 TABLE 32F

Q24A : ATTRIBUTE RATINGS - CONSISTENCY OF CRAFTSMANSHIP

HOYO

	TOTAL	H.UP- MANN	HAM- LET	HENRI WINTER MANS	HOYO DE MONTE- REY	J.R.		LA GLORIA CUBANA	NUDO	CRISTO	MONTE CRUZ	OSCAR		PLEI- ADES
BASE -total respondents	753	19	-	-	12	10	-	19	160	13	5	-	108	3
TOP TWO BOX	593	17	-	-	7	5	-	14	130	10	3	-	90	2
	78.8	89.5	-	-	58.3	50.0	-	73.7	81.3	76.9	60.0	-	83.3	66.7
(5) EXCELLENT	403 53.5	15 78.9		-	6 50.0	2 20.0		10 52.6	81 50.6		3 60.0	-	53 49.1	
(4) VERY GOOD	190 25.2	2 10.5		-	1 8.3	3 30.0		4 21.1				-	37 34.3	
(3) GOOD	122 16.2			-	4 33.3	3 30.0		2 10.5			2 40.0			1 33.3
(2) FAIR	14 1.9		-	-	-	1 10.0		-	3 1.9		-	-	-	-
(1) POOR	10 1.3		-	-	-	1 10.0		3 15.8				-	1 0.9	
DON'T KNOW/REFUSED	14 1.9		-	- -	1 8.3			-	2 1.3			<u>-</u>	- -	-
TOTAL	753 100.0	19 100.0		-		10 100.0		. 19 100.0	160 100.0		5 100.0			3
Means Std.Dev. Std.Err.	4.3 0.90 0.03	0.67	-	- - -	0.98	1.26	-	1.47	0.88	1.23	1.10	-	0.80	1.15

BANNER 3
TABLE 32F
Q24A : ATTRIBUTE RATINGS - CONSISTENCY OF CRAFTSMANSHIP

	TOTAL	PRIMO DEL REY	PUNCH	RAMON		ROYAL JAMICA	SIMON BOLI- VAR	TE-AMO	TEMPLE HALL	THOMP- SON	ZINO
BASE -total respondents	753	-	10	1	13	4	-	3	4	1	3
TOP TWO BOX	593	-	7	1	12	4	-	3	4	-	3
	78.8	-	70.0	100.0	92.3	100.0	-	100.0	100.0	-	100.0
(5) EXCELLENT	403 53.5	- -	6 60.0	100.0		2 50.0	-	-	4 100.0	-	3
(4) VERY GOOD	190 25.2	-	10.0	-	3 23.1	2 50.0	- -	3 100.0	-	- -	-
(3) GOOD	122 16.2	-	3 30.0	-	1 7.7	-	-	-		1 100.0	-
(2) FAIR	14 1.9	-	- -	- -	-	, – –	. -	- -	- -	-	-
(1) POOR	10 1.3	-	-	-	- -	-	- -	-	-	-	-
DON'T KNOW/REFUSED	14 1.9	-	<u>-</u>	-	-	-	-	-	-	-	-
TOTAL	753 100.0		10 100.0	100.0	13 100.0	100.0	-	3 100.0	4 100.0	1 100.0	3 100.0
Means Std.Dev. Std.Err.	4.3 0.90 0.03	-	4.3 0.95 0.30	5.0 - -	0.65	0.58	- - -	4.0 0.00 0.00	5.0 0.00 0.00	_	5.0 0.00 0.00

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BANNER 3 TABLE 32F

Q24A : ATTRIBUTE RATINGS - CONSISTENCY OF CRAFTSMANSHIP

AN-TONIO

								DUTCH					
		ALI-	CLEO-				DON	MAS-	PRO-	GARCIA			LICIN
	TOTAL	ADOS	PATRA	BLANCA	CROOKS	CUBAN	THOMAS	TERS	DUCTO	VEGA	TAMPA	UNICA	CIADOS
BASE -total respondents	753	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	593	-	-	-	-	-	-	-	-	-	-	-	-
	78.8	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	403	_	_	_	_	_	_	_	_	_	_	_	-
	53.5	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	190	_	_	_	-	_	_	_	_	_	-	-	_
	25.2	-	-	-	-	-	-	-	-	-	, -	-	-
(3) GOOD	122		-	_	_	-	_	_	_	_	-	_	-
	16.2	-		-	-	-	-	-	-	-	-	-	-
(2) FAIR	14		-	-	-	-	-	-	_	-	_		- ,
	1.9	-	-	-	-	-	-	-		-	-	-	-
(1) POOR	. 10	_	_	-	_	-	_	_	-	_	_	_	_
	1.3	-		-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	14	_	_	-	_	-	_	-	_	_	_	_	_
	1.9	-	-	-	-	-	-	-	-	-	-	-	=
TOTAL	753	-	-	-	-	_	-	_	-	-	-	_	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	4.3		-	-	_	_	-	-	-	_	-	_	-
Std.Dev.	0.90		-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.03	-	-	-	-	-		-	-	-	-	-	-

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BANNER 3 TABLE 32F

Q24A : ATTRIBUTE RATINGS - CONSISTENCY OF CRAFTSMANSHIP

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER- MAN	ONYX		RIAN	RANGA		SWEETS	TIPA- RILLO	TROYA	WHITE OWL
BASE -total respondents	753	-	-	-	-		-	-	-	-			-
TOP TWO BOX	593	-	-	-	-	-	-	-	-	-	-	-	-
	78.8	-	-	-	-	-	-	_	-	-	-	-	-
(5) EXCELLENT	403 53.5	-	-	-	-	- -	-	-	-	-	-	-	- -
(4) VERY GOOD	190 25.2		-	<u>-</u> -	-	-	-	-	- -	-	-	- -	-
(3) GOOD	122 16.2		-	- -	-	-	-	-	~ 	-	-	- -	-
(2) FAIR	14 1.9		-	-	-	- -	-	-	-	-	-	<u>-</u>	-
(1) POOR	10 1.3		-	-	-	-	-	-	-	-	-	- -	<u>-</u>
DON'T KNOW/REFUSED	14 1.9		-	.=	-	-	-	-	-	-	-	-	-
TOTAL	753 100.0		-	-	-	-	-	-	-	-	-	-	-
Means Std.Dev. Std.Err.	4.3 0.90 0.03	-	- - -	- - -	- - -	- - -	- - -	- - -	- - -		- - -	- - -	- - -

BANNER 3
TABLE 32G
Q24A : ATTRIBUTE RATINGS - AVAILABILITY

		ARTURO FUENTE	ASHTON	AVO	BAC- CARAT	BERING		CUESTA REY		DON DIEGO		EXCA- LIBUR	
BASE -total respondents	753	104	7	59	2	1	30	2	51	. 2	8	2	1
TOP TWO BOX	403	65	2	30	2	1	-	1	24	1	5	1	-
	53.5	62.5	28.6	50.8	100.0	100.0	-	50.0	47.1	50.0	62.5	50.0	-
(5) EXCELLENT	233 30.9	30 28.8				1 100.0		- -	13 25.5	-	2 25.0	1 50.0	
(4) VERY GOOD	170 22.6			15 25.4	-	-	-	1 50.0	11 21.6			-	-
(3) GOOD	160 21.2	24 23.1		16 27.1	-	-	2 6.7	-	12 23.5	-	2 25.0		
(2) FAIR	81	9	3	9	-	-	1	_	9	1	1	1	
(1) POOR	10.8 96			15.3 2	-	-	3.3 27		17.6 6		12.5	50.0	1
	12.7	3.8	14.3		-	-	90.0		11.8	-	-	-	100.0
DON'T KNOW/REFUSED	13 1.7			2 3.4	-	-	-	-		-	-	-	- -
TOTAL	753 100.0					100.0							
Means Std.Dev. Std.Err.	3.5 1.37 0.05	1.09	1.38		0.00	-	0.53	2.12	1.35	1.41	3.8 1.04 0.37	2.12	-

BANNER 3
TABLE 32G
Q24A : ATTRIBUTE RATINGS - AVAILABILITY

	TOTAL	H.UP- MANN	HAM- LET	HENRI WINTER MANS	HOYO DE MONTE- REY	J.R.	JUEN CLE- MENTE	LA GLORIA CUBANA		MONTE CRISTO	MONTE CRUZ	OSCAR	PART- AGAS	PLEI- ADES
BASE -total respondents	753	19	-	-	.12	10	-	19	160	13	5	-	108	3
TOP TWO BOX	403	9	-	-	6	7	-	1	112	1	3	-	68	1
	53.5	47.4	-	-	50.0	70.0	-	5.3	70.0	7.7	60.0	-	63.0	33.3
(5) EXCELLENT	233 30.9	6 31.6		-	4 33.3	7 70.0		-	72 45.0		3 60.0	- -	38 35.2	
(4) VERY GOOD	170 22.6	3 15.8		- -	2 16.7		-	1 5.3	40 25.0		-	-	30 27.8	
(3) GOOD	160 21.2	_		- -	5 41.7	10.0		2 10.5				-	28 25.9	
(2) FAIR	81 10.8			-	- -	1 10.0		5 26.3				-	8 7.4	
(1) POOR	96 12.7			-	1 8.3			11 57.9					4 3.7	
DON'T KNOW/REFUSED	13 1.7			-	-	-	- -	- -	3 1.9		-	-	- -	-
TOTAL	753 100.0	19 100.0		-	12 100.0	100.0		19 100.0	160 100.0		5 100.0			3
Means Std.Dev. Std.Err.	3.5 1.37 0.05	1.29	-			1.52	: -		1.06	1.25	1.95	-	3.8 1.11 0.11	2.00

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 3
TABLE 32G
Q24A : ATTRIBUTE RATINGS - AVAILABILITY

	TOTAL	PRIMO DEL REY	PUNCH	RAMON		ROYAL JAMICA	SIMON BOLI- VAR	TE-AMO	TEMPLE HALL	THOMP- SON	ZINO
BASE -total respondents	753		10	1	13	4	-	3	4	1	3
TOP TWO BOX	403	-	6	1	3	4	-	3	1	-	1
<u> </u>	53.5	-	60.0	100.0	23.1	100.0	-	100.0	25.0	-	33.3
(5) EXCELLENT	233 30.9	- -	6 60.0	100.0	2 15.4		<u>-</u> -	1 33.3	-	-	1 33.3
(4) VERY GOOD	170 22.6		- -	- -	1 7.7		-	2 66.7	1 25.0	-	-
(3) GOOD	160 21.2		3 30.0	- -	3 23.1		-	-	1 25.0	-	- -
(2) FAIR	81 10.8		10.0	-	1 7.7		-	- -	- -	100.0	
(1) POOR	96 12.7		-	-	6 46.2		-	-	50.0		1 33.3
DON'T KNOW/REFUSED	13 1.7		-	-	-	-	-	-	-	-	-
TOTAL	753 100.0		10 100.0	100.0				3 100.0			3
Means Std.Dev. Std.Err.	3.5 1.37 0.05	· -	4.1 1.20 0.38	5.0 - -	1.56	0.58	-	4.3 0.58 0.33	1.50	-	2.08

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BANNER 3 TABLE 32G

Q24A : ATTRIBUTE RATINGS - AVAILABILITY

AN-TONIO

	TOTAL	ALI- ADOS	CLEO- PATRA		CROOKS	CUBAN	DON THOMAS	DUTCH MAS- TERS	EL PRO- DUCTO	GARCIA VEGA		LA UNICA	LICIN CIADOS
BASE -total respondents	753	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	403	-	-	-	-	-	-	-	-	-	-	-	-
	53.5	-	-	-	-	-	-	-	-	-	٠ -	-	-
(5) EXCELLENT	233 30.9	-	-	-	-	-	- -	- -	-	-	-	-	- -
(4) VERY GOOD	170 22.6	-	- -	-	-	- -	- -	-	-	-	-	-	- -
(3) GOOD	160 21.2		-	-	-	-	-	<i>-</i> -	-	-	- -	-	-
(2) FAIR	81 10.8		- -	-	-	-	-	-	-	-	-	-	<u>-</u>
(1) POOR	96 12.7		· -	-	-	- -	- -		- -	-	-	- -	-
DON'T KNOW/REFUSED	13 1.7		-	-	-	-	-	-	-	-	-	-	<u>-</u> -
TOTAL	753 100.0		-	. -	-	-	- , -	- -	- -	-	-	-	- -
Means Std.Dev. Std.Err.	3.5 1.37 0.05	-	- - -	- - -	- - -	- - -	- -	- -	- - 	- - -	- - -	- - -	-

BANNER 3
TABLE 32G
Q24A : ATTRIBUTE RATINGS - AVAILABILITY

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER- MAN	ONYX		PAUL GAMA- RIAN	PORLAR RANGA	ROBERT BURNS	SWIS- HER SWEETS	TIPA- RILLO	TROYA	WHITE
BASE -total respondents	753	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	403	-	-	-	-	-	-	-	-	-	-	-	-
	53.5	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	233 30.9	-	- -	-	-	- -	-	-	-	- -	- -	- -	-
(4) VERY GOOD	170 22.6	-	-		-	- -	-	-	-	-	_ 	<u>-</u>	<u>-</u>
(3) GOOD	160 21.2	-	-	-	-	-	-	-	-	- -	-	<u>-</u>	-
(2) FAIR	81 10.8		-	-	-	-	-	-	-	-	-	-	- -
(1) POOR	96 12.7		-	-	<u>-</u>	<u>-</u> -	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	13 1.7		-	-	<u>-</u>	- -	-	- -	-	-	-	-	<u>-</u> -
TOTAL	753 100.0		-	-	-	- -	-	<u>-</u>	-	- -	-	-	-
Means Std.Dev. Std.Err.	3.5 1.37 0.05	-	- - -	- - -	- - -	- - -	- - 	- -	- - -	- - -	- - -	, - - -	- -

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 3
TABLE 32H
Q24A : ATTRIBUTE RATINGS - FRESHNESS

	TOTAL	ARTURO FUENTE	ASHTON		BAC- CARAT	BERING	COHIBA	CUESTA REY		DON DIEGO		EXCA- LIBUR	
BASE -total respondents	753	104	7	59	2	1	30	2	51	2	8	2	1
TOP TWO BOX	589	90	5	47	-	-	22	1	44	2	7	2	1
	78.2	86.5	71.4	79.7	-	-	73.3	50.0	86.3	100.0	87.5	100.0	100.0
(5) EXCELLENT	379 50.3	60 57.7		27 45.8	-	- -	11 36.7		34 66.7			1 50.0	
(4) VERY GOOD	210 27.9	30 28.8		20 33.9		-	11 36.7		10 19.6		4 50.0	1 50.0	- -
(3) GOOD	116 15.4	10 9.6		6 10.2	2 100.0	-	_		6 11.8		1 12.5		-
(2) FAIR	20 2.7		-	3 5.1		1 100.0	_		2.0	- -	- -	- -	- -
(1) POOR	5 0.7		• ••	1 1.7		- -	-	-	- -	-	-	- -	-
DON'T KNOW/REFUSED	23 3.1			2 3.4		-	2 6.7		-	-	-	-	-
TOTAL	753 100.0					100.0				100.0			
Means Std.Dev. Std.Err.	4.3 0.88 0.03	0.67	0.95		0.00	-		1.41	0.78	0.00	4.3 0.71 0.25	0.71	-

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BANNER 3 TABLE 32H

Q24A : ATTRIBUTE RATINGS - FRESHNESS

HOYO HENRI DE JUEN LA H.UP- HAM- WINTER MONTE-CLE- GLORIA MACA- MONTE MONTE TOTAL MANN LET MANS REY J.R. MENTE CUBANA NUDO CRISTO CRUZ OSCAR AGAS ADES BASE -total 753 19 12 10 19 160 13 5 - 108 3 respondents TOP TWO BOX 589 14 9 7 - 16 122 7 - 85 78.2 73.7 - 75.0 70.0 - 84.2 76.3 53.8 40.0 - 78.7 66.7 (5) EXCELLENT 379 12 9 5 12 84 5 - 48 50.3 63.2 75.0 50.0 63.2 52.5 38.5 40.0 - 44.4 33.3 (4) VERY GOOD 210 2 38 37 27.9 10.5 - 20.0 21.1 23.8 15.4 - 34.3 33.3 (3) GOOD 116 2 4 30 3 3 - 17 15.4 21.1 16.7 30.0 - 18.8 23.1 60.0 - 15.7 33.3 (2) FAIR 20 1 3 7.7 2.7 8.3 1.9 - 3.7 (1) POOR 5 2 1 1 0.7 10.5 0.6 7.7 DON'T KNOW/REFUSED 23 1 1 4 1 2 3.1 5.3 5.3 7.7 2.5 - 1.9 TOTAL 753 19 12 10 - 19 160 13 5 - 108 100.0 100.0 - 100.0 100.0 - 100.0 100.0 100.0 100.0 - 100.0 100.0 Means 4.3 4.4 4.4 4.2 4.3 4.3 3.8 3.8 - 4.2 4.0 Std.Dev. 0.88 0.86 - 1.08 0.92 - 1.28 0.89 1.36 1.10 - 0.85 1.00 Std.Err. 0.03 0.20 - - 0.31 0.29

- 0.30 0.07 0.39 0.49

- 0.08 0.58

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 3 TABLE 32H Q24A : ATTRIBUTE RATINGS - FRESHNESS

	TOTAL	PRIMO DEL REY	PUNCH	RAMON		ROYAL JAMICA		TE-AMO	TEMPLE HALL	THOMP-	ZINO
BASE -total respondents	753	-	10	1	13	4	-	3	4	1	3
TOP TWO BOX	589	-	9	1	13	3	-	3	4	1	3
	78.2	-	90.0	100.0	100.0	75.0	-	100.0	100.0	100.0	100.0
(5) EXCELLENT	379 50.3		8 80.0	100.0				1 33.3			2 66.7
(4) VERY GOOD	210 27.9		1 10.0		6 46.2			2 66.7		1 100.0	
(3) GOOD	116 15.4		10.0		-	-	- -	-	-	-	- -
(2) FAIR	20 2.7		-	-	-	-	<u>-</u>	-	-	- -	- -
(1) POOR	5 0.7		- -	- -	- -	-	<u>-</u>	-	-	-	-
DON'T KNOW/REFUSED	23 3.1		-	-	- -	1 25.0		-	-	-	 -
TOTAL	753 100.0		100.0	100.0				3 100.0	_		3 100.0
Means Std.Dev. Std.Err.	4.3 0.88 0.03	-	0.67	-	0.52			4.3 0.58 0.33	0.58	_	0.58

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BANNER 3 TABLE 32H

Q24A : ATTRIBUTE RATINGS - FRESHNESS

AN-TONIO

	TOTAL	ALI- ADOS	CLEO- PATRA		CROOKS	CUBAN	DON THOMAS	DUTCH MAS- TERS	EL PRO- DUCTO	GARCIA VEGA		LA UNICA	LICIN CIADOS
BASE -total respondents	753	-		-	-	-	-	_	-	-	-	-	-
TOP TWO BOX	589	-	-	-	-	-	-	-	-	-	-	-	· -
	78.2	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	379 50.3	- -	- -	- -	-	- -	-	-	-	-	-	-	-
(4) VERY GOOD	210 27.9	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	116 15.4	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	20 2.7		-	-	-	-	-	-	, -	-	-	-	-
(1) POOR	5 0.7		-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	23 3.1		-	-	-	-	-	-	-	-	-	-	-
TOTAL	753 100.0		-	-	-	-	-	<u>-</u>	-	-	- -	-	- -
Means Std.Dev. Std.Err.	4.3 0.88 0.03	-	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

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BANNER 3 TABLE 32H

Q24A : ATTRIBUTE RATINGS - FRESHNESS

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER- MAN	ONYX		PAUL GAMA- RIAN	RANGA	ROBERT BURNS	SWEETS	TIPA- RILLO	TROYA	WHITE OWL
BASE -total respondents	753	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	589	-	-	-	-	-	-	-	-	-	-	-	-
	78.2	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	379	_	_	_	_	_	_	_		_	-	-	_
	50.3	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	210	_	-	_	_	_	_	_	_	_	_	_	_
	27.9		-	-	_	-	-	-	-	-	-	-	-
(3) GOOD	116	_	_	_	_	_	-	_	-	-	_	_	_
	15.4		-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	20	_	~	_	_	_	_	_	_	_		_	_
	2.7		-	-	-	-	-	-	-	-	-	-	-
(1) POOR	5	_	_	-		_		_		_	_	_	_
. ,	0.7		-	_	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	23	-		_		_	_	_	_	-	-		_
	3.1		-	-	-	-	-	-	-	-	-	-	-
TOTAL	753	_	-			_	_	-	-	_	_	_	_
	100.0		-	-	-	-	-	-	-	_	-	-	-
Means	4.3		-	_		_	_	_	_	_	_	_	_
Std.Dev.	0.88		_	_		-	_	_	_	_	_	_	_
Std.Err.	0.03		-		. .	-	_	-	-	-	_	_	_

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BANNER 3 TABLE 32I

Q24A : ATTRIBUTE RATINGS - EASY TO DRAW

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC- CARAT	BERING	COHIBA	CUESTA REY	DAVID -OFF	DON DIEGO		EXCA- LIBUR	
BASE -total respondents	753	104	7	59	2	1	30	2	51	2	8	2	1
TOP TWO BOX	611	86	6	48	1	1	24	2	45	1	8	2	1
	81.1	82.7	85.7	81.4	50.0	100.0	80.0	100.0	88.2	50.0	100.0	100.0	100.0
(5) EXCELLENT	380 50.5	43 41.3	5 71.4	34 57.6	1 50.0	1 100.0		1 50.0		1 50.0	_		100.0
(4) VERY GOOD	231 30.7	43 41.3	1 14.3	14 23.7	-	-	5 16.7	1 50.0	12 23.5	-	4 50.0	-	-
(3) GOOD	111 14.7	16 15.4	1 14.3	8 13.6	1 50.0	-	5 16.7	-	5 9.8	1 50.0	- -	-	-
(2) FAIR	19 2.5	2 1.9	-	2 3.4	-	-		-	1 2.0	- -	- -	- -	-
(1) POOR	4 0.5	-	-	-	<u>-</u>	-	1 3.3	-	-	-	-	- -	- -
DON'T KNOW/REFUSED	8 1.1	-	-	1.7	-	- -	-	-	-	-	-	-	-
TOTAL	753 100.0	104 100.0	7 100.0			1 100.0				100.0		100.0	1
Means Std.Dev. Std.Err.	4.3 0.85 0.03	4.2 0.78 0.08	4.6 0.79 0.30	4.4 0.85 0.11		5.0	1.00	0.71	0.76	1.41	4.5 0.53 0.19	5.0 0.00 0.00	-

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BANNER 3 TABLE 32I

Q24A : ATTRIBUTE RATINGS - EASY TO DRAW

HOYO HENRI DE JUEN LA H.UP- HAM- WINTER MONTE-CLE- GLORIA MACA- MONTE MONTE PART- PLEI-TOTAL MANN LET MANS REY J.R. MENTE CUBANA NUDO CRISTO CRUZ OSCAR AGAS ADES BASE -total 753 19 12 10 19 160 13 5 108 respondents TOP TWO BOX 611 15 9 16 124 10 90 3 81.1 78.9 75.0 60.0 84.2 77.5 76.9 60.0 (5) EXCELLENT 380 12 7 3 11 75 7 3 47 50.5 63.2 58.3 30.0 57.9 46.9 53.8 60.0 - 43.5 33.3 (4) VERY GOOD 231 3 2 5 49 3 43 30.7 15.8 16.7 30.0 26.3 30.6 23.1 - 39.8 33.3 (3) GOOD 111 4 3 3 2 28 1 2 14 14.7 21.1 25.0 30.0 10.5 17.5 7.7 40.0 (2) FAIR 19 1 5 2.5 10.0 3.1 3.7 (1) POOR 4 0.5 DON'T KNOW/REFUSED 8 1 1 1 1.1 5.3 0.6 7.7 TOTAL 753 19 12 10 19 160 13 5 - 108 100.0 100.0 - 100.0 100.0 - 100.0 100.0 100.0 100.0 - 100.0 100.0 Means 4.3 4.4 4.3 3.8 4.5 4.2 4.3 4.2 - 4.2 4.0 Std.Dev. 0.85 0.84 0.89 1.03 - 0.71 0.92 0.98 1.10 - 0.82 1.00 Std.Err. 0.03 0.19 - 0.26 0.33 - 0.17 0.07 0.28 0.49 - 0.08 0.58

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BANNER 3 TABLE 32I

Q24A : ATTRIBUTE RATINGS - EASY TO DRAW

	TOTAL	PRIMO DEL REY	PUNCH	RAMON		ROYAL JAMICA		TE-AMO	TEMPLE HALL	THOMP- SON	ZINO
BASE -total respondents	753	-	10	1	13	4	-	3	4	1	3
TOP TWO BOX	611	-	7	1	11	3	~	2	4	1	3
	81.1	-	70.0	100.0	84.6	75.0	-	66.7	100.0	100.0	100.0
(5) EXCELLENT	380 50.5			100.0	8 61.5			2 66.7	3 75.0	1 100.0	_
(4) VERY GOOD	231 30.7		-	-	3 23.1		-	-	1 25.0		-
(3) GOOD	111 14.7		2 20.0	-	2 15.4		-	1 33.3		- -	-
(2) FAIR	19 2.5		1 10.0	- -	- -	1 25.0	- -	-	-	- -	-
(1) POOR	4 0.5		-	-	-	-	 -	- -	-	- -	-
DON'T KNOW/REFUSED	8 1.1		-	-	- -	-	<u>-</u>	-	-	- -	-
TOTAL	753 100.0		10 100.0	100.0	13 100.0			3 100.0	-		3 100.0
Means Std.Dev. Std.Err.	4.3 0.85 0.03	-		-	0.78	1.41	-	1.15	0.50	-	0.00

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BANNER 3 TABLE 32I

Q24A : ATTRIBUTE RATINGS - EASY TO DRAW

AN-TONIO

	TOTAL	ALI- ADOS	CLEO- PATRA		CROOKS	CUBAN	DON THOMAS	DUTCH MAS- TERS	EL PRO- DUCTO	GARCIA VEGA		LA UNICA	LICIN CIADOS
										,			
BASE -total respondents	753	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	611	-	-	-	-	-	-	-	-	-	-	-	-
	81.1	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	380 50.5	-	-	- -	- -	-	- -	-	-	- -	-	- -	-
(4) VERY GOOD	231 30.7	-	-	- -		-	-	-	-	-	- -	-	-
(3) GOOD	111 14.7		-	. <u>-</u>	-	-	-	- -	- -	-	-	- -	· _
(2) FAIR	19 2.5	-	-	-	-	-	-	- -	-	-	- -	- -	<u>.</u> -
(1) POOR	4 0.5		- -	-	-	-	-	-	- -	-	-	-	<u>-</u>
DON'T KNOW/REFUSED	8		- -	-	-	- -	-	- -	-	-	-	- -	- -
TOTAL	753 100.0		-	-	-	- -	-	-	<u>-</u>	-	- -	- -	-
Means Std.Dev. Std.Err.	4.3 0.85 0.03	-	- - -	<u>-</u> -	- - -	- - -	- - -	- -	- - -	- - -	- - -	- - -	<u>-</u> -

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BANNER 3 TABLE 32I

Q24A : ATTRIBUTE RATINGS - EASY TO DRAW

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER- MAN	ONYX		PAUL GAMA- RIAN	PORLAR RANGA	ROBERT BURNS	SWIS- HER SWEETS	TIPA- RILLO	TROYA	WHITE OWL
BASE -total respondents	753	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	611	-	-	-	-	-	-	-	-	-	-	-	-
	81.1	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	380 50.5	- -	-	- -	-	-	<u>-</u>	-	-	-	-	-	<u>-</u>
(4) VERY GOOD	231 30.7	-	-	-	-	-	-	- -	<u>-</u>	-	-	-	<u>-</u>
(3) GOOD	111 14.7		~	- -	-	-	-	-	<u>-</u>	-	-	-	-
(2) FAIR	19 2.5		-		-	-	-	-	-	-	<u></u>	_	-
(1) POOR	4		-	-	-	 -	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	0.5	-	-	_	-	-	-	-	-	_	-	-	-
	1.1	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	753 100.0		-	-	-	-	-	-	-	-	-	-	-
Means	4.3	-	-	-	-	-	-	***	-	-	-	-	-
Std.Dev. Std.Err.	0.85 0.03		-	-	-	-	-	-	-	-	-	-	-

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BANNER 3 TABLE 32J

Q24A : ATTRIBUTE RATINGS - AROMA

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC- CARAT	BERING	COHIBA	CUESTA REY	DAVID -OFF	DON DIEGO		EXCA- LIBUR	
BASE -total respondents	753	104	7	59	2	1	30	2	51	2	8	. 2	1
TOP TWO BOX	576	76	7	41	1	-	29	2	46	2	7	2	1
	76.5	73.1	100.0	69.5	50.0	-	96.7	100.0	90.2	100.0	87.5	100.0	100.0
(5) EXCELLENT	355 47.1	38 36.5	6 85.7	28 47.5	1 50.0	- -	25 83.3	1 50.0	33 64.7	-	4 50.0	100.0	100.0
(4) VERY GOOD	221 29.3	38 36.5	1 14.3	13 22.0	-	- -	4 13.3	1 50.0	13 25.5	100.0	3 37.5	-	- -
(3) GOOD	134 17.8	21 20.2	· -	16 27.1	1 50.0	1 100.0	1 3.3	-	3 5.9	-	1 12.5	-	-
(2) FAIR	24 3.2	5 4.8	- -	1 1.7	- -	-	-	-	2 3.9	-	-	- -	-
(1) POOR	5 0.7	1.0	-	-	-	-	-	-	- -	-	-	- -	-
DON'T KNOW/REFUSED	14 1.9	1	-	1 1.7	-	-	-	-	-	-	<u>-</u> -	-	-
TOTAL	753 100.0	104 100.0		59 100.0	2 100.0		30 100.0		51 100.0	100.0	8 100.0	2 100.0	100.0
Means Std.Dev. Std.Err.	4.2 0.90 0.03	4.0 0.93 0.09	4.9 0.38 0.14	4.2 0.90 0.12	4.0 1.41 1.00	-	4.8 0.48 0.09	4.5 0.71 0.50	0.78	0.00	4.4 0.74 0.26	0.00	5.0

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BANNER 3 TABLE 32J Q24A : ATTRIBUTE RATINGS - AROMA

HOYO

	TOTAL	H.UP- MANN	HAM- LET	HENRI WINTER MANS	DE MONTE- REY	J.R.	JUEN CLE- MENTE	LA GLORIA CUBANA		MONTE CRISTO	MONTE CRUZ	OSCAR		PLEI- ADES
BASE -total respondents	753	19	-	-	12	10		19	160	13	5	-	108	3
TOP TWO BOX	576	16	-	-	9	7	-	15	119	10	3	_	83	2
	76.5	84.2	-	-	75.0	70.0	-	78.9	74.4	76.9	60.0	-	76.9	66.7
(5) EXCELLENT	355 47.1		- -	-	5 41.7		-	11 57.9		10 76.9	3 60.0		47 43.5	
(4) VERY GOOD	221 29.3		-	-	. 4 33.3	1 10.0		4 21.1		-	-	-	36 33.3	
(3) GOOD	134 17.8		-	-	2 16.7			1 5.3					16 14.8	
(2) FAIR	24 3.2		-	-	1 8.3		-	1 5.3			-	-	7 6.5	
(1) POOR	5 0.7		-	-	-	-	-	1 5.3	-	-	-	-	-	- -
DON'T KNOW/REFUSED	14 1.9		-	-	-	-	_	1 5.3	3 1.9		-	-	2 1.9	
TOTAL	753 100.0	19 100.0		-	12 100.0	10 100.0		19 100.0	160 100.0		5 100.0		108 100.0	3 100.0
Means Std.Dev. Std.Err.	4.2 0.90 0.03	0.77	-	- - -	4.1 1.00 0.29	0.95	-	1.18	0.85	0.78	1.10	-	0.92	1.15

BANNER 3 TABLE 32J Q24A : ATTRIBUTE RATINGS - AROMA

	TOTAL	PRIMO DEL REY	PUNCH	RAMON		ROYAL JAMICA	SIMON BOLI- VAR	TE-AMO	TEMPLE HALL	THOMP- SON	ZINO
BASE -total respondents	753	-	10	1	13	4	-	3	4	1	3
TOP TWO BOX	576	-	7	1	12	4	-	3	4	1	3
	76.5	-	70.0	100.0	92.3	100.0	-	100.0	100.0	100.0	100.0
(5) EXCELLENT	355 47.1		6 60.0	100.0	7 53.8	2 50.0	-	- -	2 50.0	-	3 100.0
(4) VERY GOOD	221 29.3	-	1 10.0	<u>.</u> -	5 38.5	2 50.0	-	3 100.0	2 50.0	1 100.0	-
(3) GOOD	134 17.8		2 20.0	-	1 7.7	-	-	-	-	-	-
(2) FAIR	24 3.2		10.0	-	-	-	-	-	- -	-	-
(1) POOR	5 0.7		-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	14 1.9		-	-	-	-	-	-	-	-	-
TOTAL	753 100.0		10 100.0	100.0	13 100.0		-	3 100.0	_		3 100.0
Means Std.Dev. Std.Err.	4.2 0.90 0.03	-	4.2 1.14 0.36	-	0.66		-	4.0 0.00 0.00	0.58	-	0.00

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BANNER 3 TABLE 32J

Q24A : ATTRIBUTE RATINGS - AROMA

AN-TONIO

	TOTAL	ALI- ADOS	CLEO- PATRA		CROOKS	CUBAN	DON THOMAS	DUTCH MAS- TERS	EL PRO- DUCTO	GARCIA VEGA		LA UNICA	LICIN CIADOS
BASE -total respondents	753	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	576	-	-	_	-	-	-	-	-	-	-	-	-
	76.5	-	-	-	-	-	-	-	-	-	-		-
(5) EXCELLENT	355 47.1	-	-	-	-	-	-	-	-	-	-	-	-
	47.1	_	_	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	221 29.3	-	-	-	-	÷	-	-	-	-	-	-	-
	29.3	-	_	-	-	-	-	-	-	-	-	-	-
(3) GOOD	134	-	-	-	-	-	-	-	-	-	-	-	-
	17.8	_	-		-	-	-	-	-	-	-	-	-
(2) FAIR	24	-	-	-	-	-	-	_	-	-	-	_	-
	3.2	-	-	-	-	-	-	-	· -	-	-	-	-
(1) POOR	5		-	-	-	-	-	-	-	-	_	_	-
	0.7	-	-	-	~	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	14	_											
DON 1 MON/REPOSEE	1.9	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	753												
IVIAL	100.0	-	-	-	-	-	-	-	-	_	-	-	-
Means	4.2	_		_									
Std.Dev.	0.90	_	_	_	_	-	_	_	-	_	_	-	-
Std.Err.	0.03	-	-	-	-	-	-	-	-	-	-	_	-

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BANNER 3 TABLE 32J

Q24A : ATTRIBUTE RATINGS - AROMA

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER- MAN	ONYX		PAUL GAMA- RIAN	PORLAR RANGA	ROBERT BURNS	SWIS- HER SWEETS	TIPA- RILLO	TROYA	WHITE OWL
BASE -total respondents	753	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	576	-	-	-	-	-	-	-	-	-	_	-	-
	76.5	-	-	-	_	-	-	-	-	_	-	-	_
(5) EXCELLENT	355 47.1	 -	- -	- -	-	-	-	-	-	-		- -	-
(4) VERY GOOD	221 29.3	-	-	-	-	-	-	-	-	-	-	- -	<u>-</u>
(3) GOOD	134 17.8		-	-	-	-	-	- -	- -	- -	<u>-</u>	- -	-
(2) FAIR	24 3.2		-	-	-	_ _	-	-	- -	-	- -	-	- -
(1) POOR	5 0.7		-	-	-	-	-	-	-	-	-	- -	- -
DON'T KNOW/REFUSED) 14 1.9		- -	- -	- -	-	-	-	-	-	-	-	-
TOTAL	753 100.0		- -	- -	- -	-	-	-	-	-	-	-	-
Means Std.Dev. Std.Err.	4.2 0.90 0.03	_	- - -	- - -	- - -	- - -	-	 -	- - -	- - -	- - -	- - -	-

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BANNER 1 TABLE 33A

Q25 : CHARACTERISTIC RATING - SUMMARY OF TOP 2 BOX

		INCOME #					SMOKE C						
		<100.	100.		NG FRE				-		A(3E 	
		000	000+					3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
PRICE	140	90	37	54	15	70	31	24	85	44	38	34	24
	46.1	52.6	35.2	47.4	48.4	44.6	52.5	40.0	45.9	44.0			
BRAND IMAGE	49	29	15	16	7	26	13	9	27	16	. 10	9	14
	16.1	17.0	14.3	14.0	22.6	16.6	22.0	15.0	14.6		11.1	-	
TASTE	294	163	104	114	29	149	58	60	176	99	89	63	43
	96.7	95.3	99.0	100.0	93.5	94.9	98.3	100.0			98.9		86.0
FULL-BODIED	227	124	80	82	21	124	38	45	144	69	71	45	42
	74.7	72.5	76.2	71.9	67.7	79.0	64.4	75.0	77.8	69.0	78.9	70.3	84.0
MILDNESS	186	106	64	61	19	104	31	38	117	53	58	43	32
	61.2	62.0	61.0	53.5	61.3	66.2	52.5	63.3	63.2	53.0	64.4	67.2	64.0
THE CIGAR LENGTH	154	86	55	60	16			35	99	51	39	32	32
	50.7	50.3	52.4	52.6	51.6	49.7	33.9	58.3	53.5	51.0	43.3	50.0	64.0
THE CIGAR DIAMETER	193	101	72	78	16	98	34	40	119	59	54	46	34
	63.5	59.1	68.6	68.4	51.6	62.4	57.6	66.7	64.3	59.0	60.0	71.9	68.0
AROMA	215	121	77	79	24	112	39	34	142	61	65	48	41
	70.7	70.8	73.3	69.3	77.4	71.3	66.1	56.7	76.8	61.0	72.2	75.0	82.0
LIGHT BROWN COLOR OF	97	52	32	26	10	60	9	19	69	25	28	20	24
CIGAR	31.9	30.4	30.5	22.8	32.3	38.2	15.3	31.7	37.3	25.0	31.1	31.3	48.0
DARK BROWN COLOR OF	94	51	31	34	9	51	14	16	64	24	27	20	23
CIGAR	30.9	29.8	29.5	29.8	29.0	32.5	23.7	26.7	34.6	24.0	30.0	31.3	46.0
GREEN COLOR OF CIGAR	76		25					18	51	23	22	15	16
	25.0	25.1	23.8	22.8	22.6	27.4	11.9	30.0	27.6	23.0	24.4	23.4	32.0

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1 TABLE 33A

Q25 : CHARACTERISTIC RATING - SUMMARY OF TOP 2 BOX

		INCOME					#YRS S	SMOKE C	GARS				
		.100	100		NG FRE	Q. 2YR					A	GE	
	TOTAL	<100, 000	•	MORE	LESS	SAME	2 or LESS	3-5	>5 	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
MADURA COLOR OF CIGAR	112 36.8	62 36.3	40 38.1	• •					78 42.2				20 40.0
RECOMMENDATION BY FRIEND	110 36.2		-						58 31.4		38 42.2		16 32.0
RECOMMENDATION BY TOBACCONIST	101 33.2	65 38.0	28 26.7						57 30.8	31 31.0			18 36.0
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	160 52.6	88 51.5	58 55.2	57 50.0				29 48.3	100 54.1	52 52.0		36 56.3	29 58.0

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BANNER 1 TABLE 33B

Q25 : CHARACTERISTIC RATING - SUMMARY OF MEANS

		INC					#YRS SMOKE CIGARS						
						Q. 2YR					A(3E 	
	TOTAL	000			LESS	SAME		3-5		18-34	35-44	45-54	55+
BASE - total respondents	304	171		114			59	60	185	100	90	64	50
PRICE	49.0	52.0	43.5	50.7	51.6	47.3	51.8	45.7	49.2	48.4	47.1	52.3	49.4
BRAND IMAGE	28.9	29.6	26.7	28.7	34.2	28.2	31.1	28.5	28.4	29.8	24.3	28.7	36.0
TASTE	85.3	83.5	87.7	88.6	86.6	82.9	87.3	85.6	84.6	87.8	86.5	84.9	78.5
FULL-BODIED	66.3	65.7	66.7	64.3	63.6	68.9	60.5	64.2	68.9	64.9	67.9	63.4	70.2
MILDNESS	56.9	55.9	59.2	52.7	57.5	59.5	51.5	56.0	58.9	53.8	56.3	60.4	59.8
THE CIGAR LENGTH	51.9	50.8	53.8	50.6	54.5	52.6	43.1	53.3	54.3	49.4	50.3	51.8	60.0
THE CIGAR DIAMETER	60.1	57.1	63.4	60.5	55.6	60.7	55.6	59.6	61.6	55.6	59.8	64.4	64.0
AROMA	62.4	61.5	65.1	60.5	67.0	63.4	59.9	55.3	65.6	56.5	63.2	64.3	70.5
LIGHT BROWN COLOR OF CIGAR	39.3	37.9	39.8	34.1	42.3	42.7	30.7	36.3	43.1	34.2	38.7	41.7	48.0
DARK BROWN COLOR OF CIGAR	38.9	38.5	37.7	37.3	35.6	40.8	33.9	32.5	42.6	34.6	37.6	40.2	48.7
GREEN COLOR OF CIGAR	30.5	30.1	31.6	28.5	31.7	32.2	21.3	31.6	33.1	26.9	32.1	29.6	36.5
MADURA COLOR OF CIGAR	44.4	44.4	42.7	42.3	45.5	45.9	36.9	40.5	48.1	37.1	43.8	52.7	50.8
RECOMMENDATION BY FRIEND	42.7	43.5	42.3	49.1	40.8	38.7	48.9	44.3	40.3	46.6	45.0	37.8	37.3
RECOMMENDATION BY TOBACCONIST	42.3	44.4	38.4	43.0	49.9	40.5	43.9	42.9	41.6	41.9	47.4	38.3	39.0
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	51.4	50.6	52.7	49.3	58.5	51.4	48.3	49.6	53.0	51.0	50.6	51.6	53.1

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 1 TABLE 33C

Q25 : HOW IMPORTANT IS PRICE TO YOU WHEN SELECTING A CIGAR?

		INCOME #				SMOKE (RS AGE					
		<100.	100,			Q. 2YR					AC	3E 	
	TOTAL		•				LESS	3~5	>5	18-34	35-44	45-54	55+
BASE - total	304	171	105	114	31	157	59	60	185	100	90	64	50
respondents	301	1,1	103	111	31	137	39	60	103	100	90	04	50
TOP TWO BOX	140	90	37	54	15	70	31	24	85	44	38	34	24
	46.1	52.6	35.2	47.4	48.4	44.6	52.5	40.0	45.9	44.0	42.2	53.1	48.0
(100) EXTREMELY	33	20	9		4			2	23	9	9	8	7
IMPORTANT	10.9	11.7	8.6	11.4	12.9	10.2	13.6	3.3	12.4	9.0	10.0	12.5	14.0
(64) VERY IMPORTANT	107	70	28	41	11	54	23	22	62	35	29	26	17
	35.2	40.9	26.7	36.0	35.5	34.4	39.0	36.7	33.5	35.0	32.2	40.6	34.0
(36) SOMEWHAT	114	59	44	44	12	57	18	29	67	41	35	23	15
IMPORTANT	37.5	34.5	41.9	38.6	38.7	36.3	30.5	48.3	36.2	41.0	38.9	35.9	30.0
(16) NOT VERY	33	17	13	13	4	16	8	5	20	14	9	2	8
IMPORTANT	10.9	9.9	12.4	11.4	12.9	10.2	13.6	8.3	10.8	14.0	10.0	3.1	16.0
(4) NOT AT ALL	16		10		-	14	2	2	12	1	7	5	3
IMPORTANT	5.3	2.9	9.5	1.8	-	8.9	3.4	3.3	6.5	1.0	7.8	7.8	6.0
DON'T KNOW/	1		1		-	_	_	_	1	_	1	_	-
REFUSED	0.3	-	1.0	0.9	-	-	-	-	0.5	-	1.1	-	-
TOTAL	304	171			31			60	185	100		64	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means		52.0			51.6	47.3	51.8	45.7	49.2	48.4	47.1	52.3	49.4
Std.Dev. Std.Err.		24.83			25.20 4.53		26.69 3.48					25.87	
South Little	1.4/	1.90	4.53	2.32	4.53	2.11	3.48	2.60	1.97	2.37	2.76	3.23	4.01

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 33D
Q25 : HOW IMPORTANT IS BRAND IMAGE TO YOU WHEN SELECTING A CIGAR?

		INCOME # SMOKING FREQ. 2YR -				#YRS SMOKE CIGARS			S - AGE				
		<100,					2 or				AC	3E 	. -
	TOTAL						LESS		>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	49	29	15	16	7	26	13	9	27	16	10	9	14
	16.1	17.0	14.3	14.0	22.6	16.6	22.0	15.0	14.6	16.0	11.1	14.1	28.0
(100) EXTREMELY	9	5	2	3	3	3	2	2	5	4	1	1	3
IMPORTANT	3.0	2.9	1.9	2.6	9.7	1.9	3.4	3.3	2.7	4.0	1.1	1.6	6.0
(64) VERY IMPORTANT	40			13		23		7	22	12	9	8	11
	13.2	14.0	12.4	11.4	12.9	14.6	18.6	11.7	11.9	12.0	10.0	12.5	22.0
(36) SOMEWHAT	103		34			51				34	28	25	16
IMPORTANT	33.9	33.9	32.4	36.8	29.0	32.5	28.8	31.7	36.2	34.0	31.1	39.1	32.0
(16) NOT VERY	81	_		32	10	39				32	23	17	9
IMPORTANT	26.6	28.1	23.8	28.1	32.3	24.8	28.8	35.0	23.2	32.0	25.6	26.6	18.0
(4) NOT AT ALL	69		30		5					18	28	13	10
IMPORTANT	22.7		28.6	20.2	16.1	25.5	20.3	18.3	24.9	18.0	31.1	20.3	20.0
DON'T KNOW/	2 0.7	1		1	-	1		_	2	-	1	_	1
REFUSED	0.7	0.6	1.0	0.9	-	0.6	-	-	1.1	-	1.1	-	2.0
TOTAL	304									100	90	64	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means		29.6			34.2	28.2	31.1	28.5	28.4	29.8	24.3	28.7	36.0
Std.Dev. Std.Err.	22.78	22.74 1.74	22.05	21.73	28.54	22.33	24.39	22.55	22.41	23.17	20.47	20.72	26.91
200.111.	1.31	1./4	2.10	2.04	5.13	1.79	3.18	2.91	1.66	2.32	2.17	2.59	3.84

CIGAR USAGE AND ATTITUDE SIRS #94-305

23 Feb 95

BANNER 1 TABLE 33E

Q25 : HOW IMPORTANT IS TASTE TO YOU WHEN SELECTING A CIGAR?

		INCOME # SMOKING FREQ. 2YR -					#YRS SMOKE CIGARS						
		<100,	100,	SMOKII	NG FREC	2. 2YR	2 or				A(3E 	
	TOTAL	000									35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	294	163	104	114	29	149	58	60	176	99	89	63	43
	96.7	95.3	99.0	100.0	93.5	94.9	98.3	100.0	95.1	99.0	98.9	98.4	86.0
(100) EXTREMELY IMPORTANT	187	98	70	78	21	88	39	36	112	67	57	38	25
IMPORTANT	61.5	57.3	66.7	68.4	67.7	56.1	66.1	60.0	60.5	67.0	63.3	59.4	50.0
(64) VERY IMPORTANT	107			36				24	64	32	32	25	18
	35.2	38.0	32.4	31.6	25.8	38.9	32.2	40.0	34.6	32.0	35.6	39.1	36.0
(36) SOMEWHAT IMPORTANT	8	6	1		2	6	1	-	7	1	1	1	5
IMPORTANT	2.6	3.5	1.0	-	6.5	3.8	1.7	-	3.8	1.0	1.1	1.6	10.0
	1		-	-	_	1	-		1	_	_	. <u>-</u>	1
IMPORTANT	0.3	0.6	-	-	_	0.6	-	-	0.5	-	-	-	2.0
(4) NOT AT ALL	-	-	-	_	-	_	_	-	_	_	_	_	_
IMPORTANT	-	-	-	-	-	-	-	-	-	-	_	-	-
	1		-	_	_		_	_	1	_	-	_	1
REFUSED	0.3	0.6	-	-	-	0.6	-	-	0.5	-	-	-	2.0
TOTAL			105							100	90	64	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	85.3	83.5	87.7	88.6	86.6	82.9	87.3	85.6	84.6	87.8	86.5	84.9	78.5
Std.Dev.	19.36	20.28	17.64	16.81	20.80	20.51	18.21	17.79	20.24	17.63	18.09	18.68	24.27
564.111.	1.11	1.56	1./2	1.5/	3.74	1.64	2.37	2.30	1.49	1.76	1.91	2.33	3.47

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 33F
Q25 : HOW IMPORTANT IS FULL-BODIED TO YOU WHEN SELECTING A CIGAR?

		INCOME # SMOKING FREQ. 2YR -						SMOKE (CIGARS	RS AGE			
		<100,	100,	SMOKI	NG FRE	2. 2YR	2 or				A(3E 	
	TOTAL	000								18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	227	124	80	82	21	124	38	45	144	69	71	45	42
	74.7	72.5	76.2	71.9	67.7	79.0	64.4	75.0	77.8	69.0	78.9	70.3	84.0
(100) EXTREMELY		47				50	12	12	61	28	. 26	16	15
IMPORTANT	28.0	27.5	28.6	23.7	25.8	31.8	20.3	20.0	33.0	28.0	28.9	25.0	30.0
(64) VERY IMPORTANT	142	77	50	55			. 26		83	41	45	29	27
	46.7	45.0	47.6	48.2	41.9	47.1	44.1	55.0	44.9	41.0	50.0	45.3	54.0
(36) SOMEWHAT	64	41	19		9	26	19	15	30	29	15	15	5
IMPORTANT	21.1	24.0	18.1	24.6	29.0	16.6	32.2	25.0	16.2	29.0	16.7	23.4	10.0
(16) NOT VERY		4		2		5	1	_	7	1	1	4	2
IMPORTANT	2.6	2.3	2.9	1.8	3.2	3.2	1.7	-	3.8	1.0	1.1	6.3	4.0
(4) NOT AT ALL	3			1		1	1		2		2	_	_
IMPORTANT	1.0	0.6	1.9	0.9	-	0.6	1.7	-	1.1	1.0	2.2	-	-
DON'T KNOW/	. 2	1	1	1		1	_	-	2	· -	1	-	1
REFUSED	0.7	0.6	1.0	0.9		0.6	-	-	1.1	-	1.1	-	2.0
TOTAL	304								185	100	90	64	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	66.3	65.7	66.7	64.3	63.6	68.9	60.5	64.2	68.9	64.9	67.9	63.4	70.2
Std.Dev. Std.Err.	24.99	24.97	25.53	24.12	25.64	24.95	24.78	21.51	25.84	25.59	24.68	25.72	23.31
Stu.Eff.	1.44	1.92	2.50	2.27	4.61	2.00	3.23	2.78	1.91	2.56	2.62	3.22	3.33

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BANNER 1
TABLE 33G
Q25 : HOW IMPORTANT IS MILDNESS TO YOU WHEN SELECTING A CIGAR?

		INCOME						SMOKE (CIGARS				
		<100			NG FRE						AC	3E	
	TOTAL						LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	186	106	64	61	19	104	31	38	117	53	58	43	32
	61.2	62.0	61.0	53.5	61.3	66.2	52.5	63.3	63.2	53.0	64.4	67.2	64.0
(100) EXTREMELY	58				11	31		8		17	13	16	12
IMPORTANT	19.1	15.8	24.8	13.2	35.5	19.7	11.9	13.3	23.2	17.0	14.4	25.0	24.0
(64) VERY IMPORTANT	128		38		8	73		30	74	36	45	27	20
	42.1	46.2	36.2	40.4	25.8	46.5	40.7	50.0	40.0	36.0	50.0	42.2	40.0
(36) SOMEWHAT	80	42	30	39	2	39	20	15	45	34	21	12	13
IMPORTANT	26.3	24.6	28.6	34.2	6.5	24.8	33.9						
(16) NOT VERY	23	16	5	9	5	. 9	4	6	13	8	7	6	2
IMPORTANT	7.6	9.4	4.8	7.9	16.1	5.7	6.8	10.0	7.0	8.0		-	4.0
(4) NOT AT ALL	15		-	-	5			1	10	5	4	3	3
IMPORTANT	4.9	4.1	5.7	4.4	16.1	3.2	6.8	1.7	5.4	5.0	4.4	4.7	6.0
DON'T KNOW/	_	-	-	-	_	_	_	_	_	_	_	_	_
REFUSED	_	-	-	-	-	-	-	-	-	-	-	_	-
TOTAL	304	171	105	114	31	157	59	60	185	100	90	64	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means		55.9					51.5			53.8	56.3	60.4	59.8
Std.Dev. Std.Err.	27.53	26.42	29.07	25.64	38.32	26.10	25.96	24.60	28.76	27.46	25.63	29.27	28.67
Scu.sii.	1.58	2.02	2.84	2.40	6.88	2.08	3.38	3.18	2.11	2.75	2.70	3.66	4.06

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 33H
Q25 : HOW IMPORTANT IS THE CIGAR LENGTH TO YOU WHEN SELECTING A CIGAR?

		INCOME					#YRS	SMOKE (CIGARS	S			
		<100.	100.	SMOKI	NG FRE	Q. 2YR	2 or				A(GE -	
	TOTAL	000	000+	MORE	LESS	SAME		3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304							60			90	64	50
TOP TWO BOX	154	86	55	60	16	78	20	35	99	51	39	32	32
	50.7	50.3	52.4	52.6	51.6	49.7	33.9	58.3	53.5	51.0	43.3	50.0	64.0
(100) EXTREMELY IMPORTANT	41 13.5		17 16.2	8 7.0	6 19.4	27 17.2	3 5.1	5 8.3	33 17.8		13 14.4		11 22.0
(64) VERY IMPORTANT				52 45.6		51 32.5	17 28.8	30 50.0	66 35.7	43 43.0	26 28.9	23 35.9	21 42.0
(36) SOMEWHAT IMPORTANT	109 35.9		38 36.2				27 45.8	20 33.3	62 33.5	32 32.0	39 43.3	24 37.5	14 28.0
(16) NOT VERY IMPORTANT	30 9.9	20 11.7	8 7.6			15 9.6	11 18.6				9 10.0		-
(4) NOT AT ALL IMPORTANT	11 3.6		4 3.8			8 5.1	1 1.7	2 3.3	8 4.3	3 3.0	3 3.3		_
DON'T KNOW/ REFUSED	-	- -	<u>-</u>	-	<u>-</u>		-	-	 -	<u>-</u>	-	-	-
TOTAL	304 100.0							60 100.0	185 100.0	100 100.0	90 100.0	64 100.0	50 100.0
Means Std.Dev. Std.Err.	51.9 25.87 1.48	25.46	26.61	22.28	28.33	27.93	22.01	22.31	27.54	24.04	26.39	26.60	60.0 26.70 3.78

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BANNER 1 TABLE 33I

Q25 : HOW IMPORTANT IS THE CIGAR DIAMETER TO YOU WHEN SELECTING A CIGAR?

		INCOME #					#YRS S	SMOKE (CIGARS	S - AGE			
		<100,	100,	SMOKI	NG FRE	Q. 2YR	2 or				A(GE 	
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5			35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	193	101	72	78	16	98	34	40	119	59	54	46	34
	63.5	59.1	68.6	68.4	51.6	62.4	57.6	66.7	64.3	59.0	60.0	71.9	68.0
(100) EXTREMELY IMPORTANT	69 22.7					42 26.8	9 15.3	12 20.0	48 25.9	15 15.0	22 24.4	17 26.6	15 30.0
(64) VERY IMPORTAN		69 40.4	44 41.9	58 50.9	9 29.0	56 35.7	25 42.4	28 46.7	71 38.4	44 44.0	32 35.6	29 45.3	19 38.0
(36) SOMEWHAT IMPORTANT		54 31.6		31 27.2		44 28.0	19 32.2	15 25.0	53 28.6	31 31.0	29 32.2	15 23.4	12 24.0
(16) NOT VERY IMPORTANT	16 5.3	11 6.4			3 9.7	9 5.7	6 10.2			7 7.0	5 5.6		-
(4) NOT AT ALL IMPORTANT	8 2.6	5 2.9	1.9	1 0.9	1 3.2	6 3.8	-	3 5.0	5 2.7	3 3.0		2 3.1	_
DON'T KNOW/ REFUSED		-	-	- -	-	-	-	-	-		-	· -	- -
TOTAL	304 100.0	171 100.0					59 100.0	60 100.0	185 100.0	100 100.0	90 100.0	64 100.0	50 100.0
Means Std.Dev. Std.Err.	60.1 26.86 1.54	26.45	26.65	23.35	29.45	28.82	24.99	26.54	27.50	25.34	27.72	64.4 26.21 3.28	28 34

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BANNER 1 TABLE 33J

Q25 : HOW IMPORTANT IS AROMA TO YOU WHEN SELECTING A CIGAR?

		INC		CMOKE	10 EDE			SMOKE (
		<100,	100,				2 or				A(}E - 	
	TOTAL	000	000+				LESS		>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	215	121	77	79	24	112	39	34	142	61	65	48	41
	70.7	70.8	73.3	69.3	77.4	71.3	66.1	56.7	76.8	61.0	72.2	75.0	82.0
(100) EXTREMELY	63	33	25	20	8	35	11	8	44	14	21	12	16
IMPORTANT	20.7	19.3	23.8	17.5	25.8	22.3	18.6	13.3	23.8	14.0	23.3	18.8	32.0
(64) VERY IMPORTANT	152	88	52	59	16	77	28	26	98	47	44	36	25
	50.0	51.5	49.5	51.8	51.6	49.0	47.5	43.3	53.0	47.0	48.9	56.3	50.0
(36) SOMEWHAT	71	40	21	28	7	35	16	21	34	30	19	13	9
IMPORTANT	23.4	23.4	20.0	24.6	22.6	22.3	27.1	35.0	18.4	30.0	21.1		-
(16) NOT VERY	12	8	3	7	-	4	4	2	6	6	5	1	_
IMPORTANT	3.9	4.7	2.9	6.1	-	2.5	6.8			6.0	_	_	-
(4) NOT AT ALL	3				_	3		2	1	2	1	<u> -</u>	_
IMPORTANT	1.0	1.2	1.0		-	1.9	-	3.3	0.5	2.0	1.1	-	-
	3		3	_	_	3	_	1	2	1	_	2	_
REFUSED	1.0	-	2.9	-	-	1.9	-	1.7	1.1	1.0	-	3.1	
TOTAL	304				31					100	90		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	62.4	61.5	65.1	60.5	67.0	63.4	59.9	55.3	65.6	56.5	63.2	64.3	70.5
Std.Dev.	24.15	24.09	24.22	23.54	22.79	24.62	24.57	24.26	23.52	24.14	25.34	21.44	22.90
Std.Err.	1.39	1.84	2.40	2.20	4.09	1.98	3.20	3.16	1.74	2.43	2.67	2.72	3.24

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 1
TABLE 33K
Q25 : HOW IMPORTANT IS LIGHT BROWN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		INC						SMOKE (
											AC	3E	
											- 		
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	97	52	32	26	10	60	9	19	69	25	28	20	24
	31.9	30.4	30.5	22.8	32.3	38.2	15.3	31.7	37.3	25.0	31.1	31.3	48.0
(100) EXTREMELY	21	12	5	5	4	12	2	2	17	4	6	5	6
IMPORTANT	6.9	7.0	4.8	4.4	12.9	7.6	3.4	3.3	9.2	4.0	6.7	_	12.0
(64) VERY IMPORTANT	76	40	27	21	6	48	7	17	52	21	22	15	18
	25.0	23.4	25.7	18.4	19.4						24.4		
(36) SOMEWHAT	100	54	40	40	10	50	23	17	60	33	30	25	12
IMPORTANT	32.9							28.3		33.0	33.3	39.1	24.0
(16) NOT VERY	68	40	23	34	7	27	19	15	34	27	22	13	6
IMPORTANT	22.4	23.4	21.9	29.8				25.0			24.4		12.0
(4) NOT AT ALL	35	24	7	14	3	17	8	9	18	15	10	4	6
IMPORTANT	11.5	14.0	6.7	12.3	9.7		13.6			15.0		_	12.0
DON'T KNOW/	4	1	3	_	1	3	_	_	4	_		2	2
REFUSED	1.3	0.6	2.9	-	3.2			-	2.2	-	-	3.1	
TOTAL	304	171	105	114	31	157	59	60	185	100	90	64	50
	100.0	100.0	100.0				100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	39.3	37.9	39.8	34.1	42.3	42.7	30.7	36.3	43.1	34.2	38 7	41.7	48.0
Std.Dev.				23.88	29.82	26.58	21.90	24.95	27.21	24.35	26.01	25.46	29 29
Std.Err.	1.51	2.05	2.34	2.24	5.44	2.14	2.85	3.22	2.02	2.43	2.74	3.23	4.23

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 33L
Q25 : HOW IMPORTANT IS DARK BROWN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		INC		CMOVE	ia ann	0.170	#YRS	SMOKE (CIGARS				
		<100,	100,	SMOKI	NG FRE	2. 2YR 	2 or				A(3E 	
	TOTAL	000									35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	94	51	31	34	9	51	14	16	64	24	27	20	23
	30.9	29.8	29.5	29.8	29.0	32.5	23.7	26.7	34.6	24.0	30.0	31.3	46.0
(100) EXTREMELY IMPORTANT	23 7.6				1 3.2	16 10.2	3 5.1	1 1.7	19 10.3	4 4.0	8 8.9	4 6.3	7 14.0
(64) VERY IMPORTANT		37 21.6			8 25.8	35 22.3	11 18.6	15 25.0	45 24.3	20 20.0	19 21.1	16 25.0	16 32.0
(36) SOMEWHAT IMPORTANT	98 32.2	53 31.0				52 33.1	17 28.8	16 26.7	65 35.1	34 34.0	28 31.1	24 37.5	12 24.0
(16) NOT VERY IMPORTANT	66 21.7	44 25.7	20 19.0			31 19.7				30 30.0		11 17.2	•
(4) NOT AT ALL IMPORTANT	40 13.2	20 11.7				20 12.7	7 11.9	11 18.3	22 11.9	11 11.0	17 18.9	7 10.9	5 10.0
DON'T KNOW/ REFUSED	6 2.0	3 1.8	2 1.9		2 6.5	3 1.9	1 1.7	-	5 2.7	1 1.0		2 3.1	-
TOTAL	304 100.0	171 100.0				157 100.0				100 100.0	90 100.0	64 100.0	50 100.0
Means Std.Dev. Std.Err.	38.9 26.89 1.56	38.5 27.19 2.10	25.87	25.44	25.55	28.27	25.07	23.72	27.90	23.72	28.45	25.42	30.06

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 33M
Q25 : HOW IMPORTANT IS GREEN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		INC						SMOKE (
		<100.	100.	SMOKI	NG FRE	2. 2YR	2 or				A	3E 	
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	76	43	25	26	7	43	7	18	51	23	22	15	16
	25.0	25.1	23.8	22.8	22.6	27.4	11.9	30.0	27.6	23.0	24.4	23.4	32.0
(100) EXTREMELY	32	18	12	11	3	18	4	4	24	8	11	6	7
IMPORTANT	10.5	10.5	11.4	9.6	9.7	11.5		6.7			12.2		14.0
(64) VERY IMPORTANT	44					25	3	14	27	15	11	9	9
	14.5	14.6	12.4	13.2	12.9	15.9	5.1	23.3	14.6	15.0	12.2	14.1	18.0
(36) SOMEWHAT	34				5	20	4	5	25	6	13	9	6
IMPORTANT	11.2	9.9	15.2	7.9	16.1	12.7	6.8	8.3	13.5	6.0	14.4	14.1	12.0
(16) NOT VERY	57					25		11		26	17	9	5
IMPORTANT	18.8	21.1	16.2	23.7	16.1	15.9	33.9	18.3	14.1	26.0	18.9	14.1	10.0
(4) NOT AT ALL	115						23	21	71	40	31	26	18
IMPORTANT	37.8	38.0	36.2	37.7	32.3	38.2	39.0	35.0	38.4	40.0	34.4	40.6	36.0
DON'T KNOW/ REFUSED	22	10	9		4	9	5	5	12	5	7	5	5
REFUSED	7.2	5.8	8.6	7.9	12.9	5.7	8.5	8.3	6.5	5.0		7.8	
TOTAL	304	171	105	114	31	157	59	60	185	100	90	64	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
Means	30.5	30.1	31.6	28.5	31.7	32.2	21.3	31.6	33.1	26.9	32.1	29.6	36.5
Std.Dev.	32.55	32.47	32.96	31.88	32.32	33.26	26.97	31.09	34.20	30.59	33.31	32.02	35.72
Std.Err.	1.94	2.56	3.36	3.11	6.22	2.73	3.67	4.19	2.60	3.14	3.66	4.17	5.33

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1 TABLE 33N

Q25 : HOW IMPORTANT IS MADURO COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		INC		CMOVI	ic coc	2370	#YRS S	SMOKE (25	
			100,				2 or				A(
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	112	62	40	37	12	63	14	20	78	28	35	29	20
	36.8	36.3	38.1	32.5	38.7	40.1	23.7	33.3	42.2	28.0	38.9	45.3	40.0
(100) EXTREMELY	51		16		. 5	31	7	7				14	13
IMPORTANT	16.8	16.4	15.2	13.2	16.1	19.7	11.9	11.7	20.0	11.0	14.4	21.9	26.0
(64) VERY IMPORTANT		34				32		13			22		
	20.1	19.9	22.9	19.3	22.6	20.4	11.9	21.7	22.2	17.0	24.4	23.4	14.0
(36) SOMEWHAT	80	45	25		. 8			17					11
IMPORTANT	26.3	26.3	23.8	28.9	25.8	23.6	30.5	28.3	24.3	27.0	25.6	29.7	22.0
(16) NOT VERY	51	35				27		13					7
IMPORTANT	16.8	20.5	13.3	17.5	12.9	17.2	20.3	21.7	14.1	25.0	14.4	9.4	14.0
(4) NOT AT ALL	47	21	23	16	5	26	11	9	27	18	16	6	7
IMPORTANT	15.5	12.3	21.9	14.0	16.1	16.6	18.6	15.0	14.6	18.0	17.8	9.4	14.0
DON'T KNOW/ REFUSED	14	8	3	8	2	4	4	1	9	2	3	4	5
REFUSED	4.6	4.7	2.9	7.0	6.5	2.5	6.8		4.9	2.0	3.3	6.3	10.0
TOTAL	304	171	105	114	31	157	59	60	185	100	90	64	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Means	44.4	44.4	42.7	42.3	45.5	45.9	36.9	40.5	48.1	37.1	43.8	52.7	50.8
Std.Dev. Std.Err.	32.46	31.94	32.85	30.69	32.77	33.89	30.48	29.97	33.46	29.90	31.77	32.11	36.59
BCG.BII.	1.91	2.50	3.25	2.98	6.08	2.74	4.11	3.90	2.52	3.02	3.41	4.15	5.45

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 330
Q25 : HOW IMPORTANT IS RECOMMENDATION BY A FRIEND TO YOU WHEN SELECTING A CIGAR?

		INCO	ME				#YRS S	MOKE C	IGARS				
					-						AC	æ	
	TOTAL		,	MORE			2 or	3-5	~ 5	10-24	25_44	45-54	EE.
								3-3		10-34	33-44	45-54	
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	110	66	37	54	10	46	27	25	58	41	38	15	16
	36.2	38.6	35.2	47.4	32.3	29.3	45.8	41.7	31.4	41.0	42.2	23.4	32.0
(100) EXTREMELY	31	18	10	13	1	17	5	4	22	10	8	7	6
IMPORTANT	10.2	10.5	9.5	11.4	3.2	10.8	8.5	6.7	11.9	10.0	8.9	10.9	12.0
(64) VERY IMPORTANT	79	48	27	41	9	29	22	21	36	31	30	8	10
, , , , , , , , , , , , , , , , , , , ,	26.0						37.3					12.5	
(3.5)													
(36) SOMEWHAT IMPORTANT	114 37.5		41 39.0	42 36.8	15	56 35.7	25 42.4	23 38.3	66 35.7	41 41.0		29 45.3	13 26.0
1 0.0.17.24.1	37.3	34.3	37.0	30.0	40.4	33.7	14.1	30.3	33.7	41.0	34.4	43.3	20.0
(16) NOT VERY	31		11	_	2								6
IMPORTANT	10.2	10.5	10.5	3.5	6.5	15.3	6.8	5.0	13.0	7.0	12.2	10.9	12.0
(4) NOT AT ALL	48	27	16	13	4	31	3	. 9	36	10	10	13	15
IMPORTANT	15.8	15.8	15.2	11.4	12.9	19.7	5.1	15.0	19.5	10.0	11.1	20.3	30.0
DON'T KNOW/	1	1		1					1	1			
REFUSED	0.3		_	0.9	_	-	-	_	0.5		-	_	_
TOTAL	304		105				59 100.0	60	185	100			50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means		43.5					48.9						37.3
Std.Dev.							23.71						
Std.Err.	1.61	2.18	2.68	2.53	4.06	2.33	3.09	3.33	2.19	2.63	2.82	3.55	4.52

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 33P
Q25 : HOW IMPORTANT IS RECOMMENDATION BY THE TOBACCONIST TO YOU WHEN SELECTING A CIGAR?

		INCO		CMOKIN			#YRS S				AC	ים	
		<100,									A(,	
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5 	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	101	65	28	37	16	48	22	22	57	31	36	16	18
	33.2	38.0	26.7	32.5	51.6	30.6	37.3	36.7	30.8	31.0	40.0	25.0	36.0
(100) EXTREMELY IMPORTANT	20 6.6		6 5.7		3 9.7					4 4.0	8 8.9	_	2 4.0
(64) VERY IMPORTANT	81 26.6			33 28.9	13 41.9	35 22.3			42 22.7	27 27.0		10 15.6	16 32.0
(36) SOMEWHAT IMPORTANT	136 44.7			59 51.8	10 32.3	66 42.0	26 44.1		82 44.3	49 49.0	43 47.8	28 43.8	16 32.0
(16) NOT VERY IMPORTANT	36 11.8		15 14.3		3 9.7		8 13.6	4 6.7	24 13.0		7 7.8	10 15.6	7 14.0
(4) NOT AT ALL IMPORTANT	29 9.5	13 7.6		_	2 6.5	20 12.7	3 5.1	6 10.0				10 15.6	-
DON'T KNOW/ REFUSED	2 0.7			_	-	-	-	-	2 1.1	_	-	-	-
TOTAL	304 100.0											64 100.0	
Means Std.Dev. Std.Err.		23.89	24.45	20.55	25.63	26.21	22.65	22.07	25.55	21.55	23.67	38.3 27.12 3.39	25.68

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 33Q
Q25 : HOW IMPORTANT IS THE COUNTRY OF ORIGIN, EXCLUDING CUBA TO YOU WHEN SELECTING A CIGAR?

		INCO		SMOKIN	IG FREC). 2YR	#YRS S				AC	ξE	
	TOTAL		000+	MORE	LESS	SAME	2 or LESS	3-5	>5		35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	160	88	58	57	16	85	31	29	100	52	43	36	29
	52.6	51.5	55.2	50.0	51.6	54.1	52.5	48.3	54.1	52.0	47.8	56.3	58.0
(100) EXTREMELY IMPORTANT	43 14.1	21 12.3	17 16.2	10 8.8		25 15.9		7 11.7				7 10.9	8 16.0
(64) VERY IMPORTANT	117 38.5				8 25.8	60 38.2			66 35.7			29 45.3	
(36) SOMEWHAT IMPORTANT	89 29.3						19 32.2					18 28.1	
(16) NOT VERY IMPORTANT	30 9.9	18 10.5	8 7.6	11 9.6			6 10.2			13 13.0		5 7.8	
(4) NOT AT ALL IMPORTANT	24 7.9	12 7.0		7 6.1	-	17 10.8	3 5.1	4 6.7	17 9.2			5 7.8	
DON'T KNOW/ REFUSED	1 0.3		-	-	1 3.2	-		-	0.5	-	- -	<u>-</u>	1 2.0
TOTAL						157 100.0						64 100.0	50 100.0
Means Std.Dev. Std.Err.		26.86	28.73	24.77	29.37	29.53	21.78	26.46	29.82	26.88	29.25	51.6 26.10 3.26	29.56

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 34
Q25A : ANY OTHER CHARACTERISTICS BY WHICH YOU EVALUATE A CIGAR OTHER THAN THE ONES ALREADY MENTIONED?

		INCO		SMOKIN	IG FREG). 2YR		MOKE C	GARS		AC	l E	
	TOTAL		100,				2 or LESS	3-5	>5	18-34	35-44		55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
MENTIONED OTHER	69	35	28	24	5	40	9	17	43	23	20	16	10
CHARACTERISTIC	22.7	20.5	26.7	21.1	16.1	25.5	15.3	28.3	23.2	23.0	22.2	25.0	20.0
AVAILABILITY	4 1.3	1 0.6	3 2.9	3 2.6	1 3.2	-	-	1 1.7	3 1.6	1.0		2 3.1	-
QUALITY OF BURNING/ EVEN BURN	17 5.6	8 4.7	7 6.7	10 8.8	-	7 4.5		4 6.7	8 4.3	7 7.0	_	4 6.3	1 2.0
QUALITY OF CONSTRUCTION	9 3.0	3 1.8	6 5.7	4 3.5	-	5 3.2	1 1.7	2 3.3	6 3.2	2 2.0	2 2.2	4 6.3	1 2.0
FEELS SMOOTH/FIRM/ PACKED TIGHT	17 5.6	8 4.7	8 7.6	10 8.8	2 6.5	5 3.2		3 5.0	11 5.9	6 6.0		3 4.7	3 6.0
DRAW/EVEN DRAW	7 2.3		3 2.9	4 3.5	-	_		2 3.3	2 1.1	5 5.0		-	2.0
FRESHNESS	7 2.3	1 0.6	5 4.8	-	1 3.2			2 3.3	5 2.7	1.0		3 4.7	1 2.0
SMELL OF CIGAR UNLIT	4 1.3	2 1.2	2 1.9		-	3 1.9		-	2 1.1	3 3.0		1 1.6	- -
PACKAGING/WRAPPER CONDITION/DURABILITY	11 3.6				1 3.2		_		6 3.2		_	4 6.3	1 2.0
OTHER	15 4.9		4 3.8		-	13 8.3		4 6.7	10 5.4				5 10.0
NO OTHER CHARACTERISTICS	235 77.3			_	26 83.9			43 71.7	142 76.8			-	40 80.0
TOTAL	326 107.2		119 113.3		31 100.0		67 113.6	64 106.7	195 105.4	109 109.0		69 107.8	53 106.0

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BANNER 1 TABLE 35

Q26 : DO YOU PREFER A ROUND HEADED OR A FLAT HEADED CIGAR?

		INC	OME	SMOKIN	IG FREÇ	Q. 2YR		MOKE C	IGARS		AC	3E	
	TOTAL	<100, 000	•	MORE	LESS		2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
ROUND HEADED	197 64.8	113 66.1	68 64.8	72 63.2	23 74.2	101 64.3	32 54.2	42 70.0	123 66.5	65 65.0	61 67.8		30 60.0
FLAT HEADED	53 17.4	28 16.4	18 17.1		3 9.7	32 20.4		7 11.7		20 20.0	8 8.9		14 28.0
NO PREFERENCE	54 17.8		19 18.1			24 15.3			29 15.7		21 23.3		6 12.0
TOTAL	304 100.0	171 100.0	105 100.0	114 100.0	31 100.0	157 100.0	59 100.0	60 100.0	185 100.0	100 100.0	90 100.0	64 100.0	50 100.0

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 36
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

			INC					#YRS S						
			<100,			NG FRE	-	2 or				AC	}E 	
		TOTAL						LESS	3-5	>5 	18-34	35-44	45-54	55+
	E - total condents	304	171	105	114	31	157	59	60	185	100	90	64	50
	JRO FUENTE BEST	48 15.8	25 14.6				28 17.8		7 11.7			23 25.6		4 8.0
(4)		61 20.1	36 21.1	16 15.2	21 18.4	4 12.9		9 15.3	15 25.0	37 20.0	22 22.0	17 18.9	11 17.2	11 22.0
(3)		64 21.1	38 22.2	21 20.0	26 22.8			13 22.0	16 26.7	35 18.9	26 26.0	14 15.6	10 15.6	14 28.0
(2)		56 18.4	27 15.8	23 21.9	25 21.9	7 22.6		11 18.6	11 18.3	34 18.4		19 21.1	9 14.1	9 18.0
(1)	WORST	37 12.2		19 18.1	17 14.9			9 15.3	9 15.0	19 10.3			13 20.3	2.0
	MEAN	3.10	3.16	2.89	2.94	2.88	3.29	3.04	3.00	3.16	2.92	3.35	2.96	3.21
AVO														
(5)	BEST	35 11.5			19 16.7		14 8.9	11 18.6	9 15.0	15 8.1	20 20.0			
(4)		38 12.5	21 12.3						8 13.3	20 10.8				5 10.0
(3)		40 13.2		14 13.3					11 18.3	19 10.3			-	3 6.0
(2)		50 16.4		19 18.1					9 15.0	33 17.8				10 20.0
(1)	WORST	87 28.6						13 22.0	19 31.7	55 29.7				15 30.0
	MEAN	2.54	2.53	2.59	2.75	2.25	2.42	2.96	2.63	2.35	2.84	2.64	2.12	2.11

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 36
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

			INC		CMOKI	IC EDE	2 220	#YRS S				3.4	25	
					SMOKII			2 or				A. 	3≝ 	
								LESS			18-34	35-44	45-54	55+
DA 177	DOFF													
	BEST		32					10						
		19.4	18.7	22.9	20.2	19.4	18.5	16.9	30.0	16.8	26.0	17.8	17.2	12.0
(4)		47						10					11	
		15.5	14.0	20.0	19.3	19.4	11.5	16.9	15.0	15.1	14.0	17.8	17.2	12.0
(3)		45						9						8
		14.8	15.2	15.2	15.8	12.9	14.6	15.3	13.3	15.1	15.0	13.3	15.6	16.0
(2)		54		18						29				5
		17.8	16.4	17.1	19.3	22.6	15.9	13.6	28.3	15.7	19.0	20.0	18.8	10.0
(1)	WORST	46			_			14					7	
		15.1	17.0	10.5	16.7	6.5	15.9	23.7	8.3	14.6	15.0	14.4	10.9	22.0
	MEAN	3.08	3.01	3.32	3.08	3.28	3.01	2.88	3.32	3.05	3.19	3.05	3.14	2.75
	NUDO BEST	90	58	10	32	1 5	43	14	1.0	C 0	25	24	1.0	25
(3)	DES 1					-		23.7						
(4)		53	28	22	17	. 5	31	12	12	29	22	14	11	6
7								20.3					17.2	_
(3)		54	27	25	21	1	32	12	11	31	20	17	10	7
		17.8	15.8	23.8	18.4			20.3					15.6	•
(2)		39	22	14	15	4	19	6	8	25	13	11	12	3
		12.8	12.9	13.3	13.2	12.9	12.1	10.2	13.3	13.5	13.0	12.2	18.8	6.0
(1)	WORST	39	22	14	20	3	16	9	10	20	16	16	4	3
		12.8	12.9	13.3	17.5	9.7	10.2	15.3	16.7	10.8	16.0	17.8	6.3	6.0
	MEAN	3.42	3.50	3.19	3.25	3.89	3.46	3.30	3.28	3.51	3.28	3.23	3.43	4.07

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 36
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

			INC						SMOKE C					
						NG FREQ						A(GE	
		TOTAL							3-5 	>5 	18-34	35-44	45-54	55+
PAR	TAGAS													
(5)	BEST												18 28.1	
(4)		76 25.0											18 28.1	
(3)													14 21.9	
(2)		48 15.8							11 18.3				5 7.8	
(1)	WORST	33 10.9											2 3.1	
	MEAN	3.25	3.26	3.27	3.24	3.00	3.30	3.17	3.00	3.37	3.07	3.06	3.79	3.26

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 37
Q28 : ON WHICH OCCASION DO YOU SMOKE CIGARS MOST OFTEN?

		INC						MOKE C					
						•	2 or				AC	3E 	
	TOTAL						LESS		>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
AFTER DINNER	87	54	26	31	9	47	18	12	57	24	21	22	20
	28.6	31.6	24.8	27.2	29.0	29.9	30.5	20.0	30.8	24.0	23.3	34.4	40.0
AT A SPORTING EVENT	15 4.9	7 4.1	8 7.6	6 5.3	2 6.5	7 4.5	-	8 13.3	7 3.8	4 4.0	6 6.7	3 4.7	2 4.0
	4.5	4.1	7.0	2.3	0.5	4.5	_	13.3	3.0	4.0	0.7	4.7	4.0
WHILE PLAYING POKER/	7			3	2	2	3	-	4	4		1	. 2
CARDS	2.3	2.3	2.9	2.6	6.5	1.3	5.1	-	2.2	4.0	-	1.6	4.0
WHILE DOING PAPERWORK	11	4	3	5	1	5	1	2	8	3	4	1	3
	3.6	2.3	2.9	4.4	3.2	3.2	1.7	3.3	4.3	3.0	4.4	1.6	6.0
WHILE READING	6	2	4	3	_	2	2	2	2	3	2	1	_
	2.0			2.6	-	1.3			1.1	3.0			-
AT A SOCIAL GATHERING	23	17	6	8	1	1.2		_	10	10	•	_	-
AI A SOCIAL GAIRERING	7.6				1 3.2			6 10.0					1 2.0
WHILE RELAXING	133 43.8				11 35.5				79 42.7				14
	43.0	42.7	42.3	40.2	35.5	42.7	44.1	40.7	42.7	44.0	51.1	45.3	28.0
WHILE PLAYING GOLF	2		2	1	1		1	-	1	1		1	-
	0.7	-	1.9	0.9	3.2	-	1.7	-	0.5	1.0	-	1.6	-
OTHER	20	10	8	2	4	14	3	2	15	5	3	4	8
	6.6	5.8	7.6	1.8	12.9	8.9	5.1	3.3	8.1	5.0	3.3	6.3	16.0
NONE	-	_	_	_	_	_	_	_	-	_	_	_	_
	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	. 204	171	105	114	27	157	F.0	60	105	100	00	<i>~</i> .	F.0
TOTAL	304			114 100.0	31 100.0					100		64 100.0	50 100.0
				-			•						

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 38
Q29 : HAVE YOUR CIGAR SMOKING PATTERNS CHANGED IN THE LAST TWO YEARS?

		INC	OME					SMOKE (CIGARS				
		<100,	100	SMOKI	NG FRE	Q. 2YR	2 or				A(3E 	
	TOTAL			MORE	LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
YES	121 39.8	64 37.4		78 68.4	14 45.2	28 17.8					38 42.2		13 26.0
NO	183 60.2	107 62.6	59 56.2	36 31.6		129 82.2				47 47.0	-	• •	37 74.0
TOTAL	304 100.0	171 100.0	105 100.0	114 100.0	31 100.0	157 100.0					90 100.0		50 100.0

BANNER 1
TABLE 39
Q29A : HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		INC		SMOKIN	NG FRE	Q. 2YR	#YRS S	MOKE C			A	3E	
	TOTAL		,	MORE		SAME		3-5	>5		35-44	45 - 54	 55+
BASE - total respondents whose cigar smoking patterns have changed in last two years	121	64	46	78	14	28	31	24	66	53	38	17	13
POSITIVE (NET)	92	47	37	75	-	17	28	21	43	45	34	10	3
	76.0	73.4	80.4	96.2	-	60.7	90.3	87.5	65.2	84.9	89.5	58.8	23.1
SMOKE HIGHER QUALITY CIGARS	17 14.0	10 15.6	5 10.9		- -	7.1		5 20.8	7 10.6		7 18.4		-
SMOKING MORE	65 53.7	36 56.3	24 52.2			12 42.9		13 54.2	34 51.5				3 23.1
SMOKING TO RELAX	6 5.0					7.1		2 8.3	3 4.5				-
ENJOY SMOKING CIGARS MORE	2 1.7					. <u>-</u>	2 6.5	-	-	2 3.8		-	-
BETTER EDUCATED/MORE INFORMED ABOUT CIGARS	7 5.8					· -	_	1 4.2	4 6.1		_		-
SMOKING WITH/AFTER A	3 2.5		_				6.5	-	1 1.5			-	-
LIKE TO TRY DIFFERENT CIGARS/BRANDS	5 4.1					- 1 - 3.6		1 4.2	3 4.5				-
SMOKING MORE EXPENSIVE CIGARS	4 3.3		-			 	. <u>-</u>	1 4.2	3 4.5		5.3		-
SMOKING LARGER/ HEAVIER BODIED CIGARS	3 2.5					- 1 - 3.6		1 4.2	3.0			5.9	-
RECENTLY STARTED SMOKING	7 5.8					- ·	- 7 - 22.6	-	-	-	_		-
SMOKE MORE PLACES/GO WHERE ACCEPTABLE	1.7		-			 - ·	- 	2 8.3	-	3.8		. <u>-</u>	-
HABIT	1.7		_	-		- : - 3.0	l -	- -	3.0				<u>-</u> -

BANNER 1
TABLE 39
Q29A: HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		INC					#YRS S					~_	
		<100,	100,			Q. 2YR 	2 or				A(3E 	
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5 	18-34	35-44	45-54	55+
BASE - total respondents whose cigar smoking patterns have changed in last two years	121	64	46	78	14	28	31	24	66	53	38	17	13
OTHER POSITIVE COMMENTS	6 5.0	3 4.7	3 6.5			-	2 6.5	2 8.3	2 3.0	5 9.4		-	-
NEGATIVE (NET)	29	16	10	4	14	11	. 3	5	21	9	5	6	9
	24.0	25.0	21.7	5.1	100.0	39.3	9.7	20.8	31.8	17.0	13.2	35.3	69.2
SMOKING LESS	14 11.6	8 12.5	4 8.7					3 12.5	9 13.6		_		5 38.5
SMOKING LESS FOR HEALTH REASONS	3 2.5	1 1.6	2 4.3		3 21.4		- -	-	3 4.5		<u> </u>	1 5.9	2 15.4
SMOKING LESS IN PUBLIC/MORE BY MYSELF	10 8.3							1 4.2	9 13.6			5 29.4	1 7.7
LIMITATIONS/ REGULATIONS AGAINST SMOKING	5 4.1					•		1 4.2	4 6.1				1 7.7
CHANGED SMOKING LOCATION	-	-	-	. <u>-</u>	-	. .	. <u>.</u>	-	-	-	. <u>.</u>	- -	-
CAN'T AFFORD/SMOKE CHEAPER CIGARS	2 1.7						- 1 - 3.2	-	1.5		- 2 - 5.3		- -
OTHER NEGATIVE COMMENTS	1 0.8		-			 	- 1 - 3.2	-	-		· 1		-
NEUTRAL (NET)	1	_	. 1	L 1				-	1			. 1	-
	0.8	-	2.2	2 1.3				-	1.5	; .		5.9	-
OTHER NEUTRAL COMMENTS	1 0.8		2.2	-		- ·	- 	-	1.9			- 1 - 5.9	-
DON'T KNOW	-	-				- ·	- 	-			<u> </u>	- -	-
NO REASON	-						 	-			 	. <u>.</u>	- -

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BANNER 1 TABLE 39

Q29A : HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		INC	OME	CMOVT1	ים פים). 2YR		SMOKE (CIGARS		AC	יםי	
	TOTAL	<100, 000	,	MORE LESS SAME			3-5	>5	18-34		45-54	55+	
BASE - total respondents whose cigar smoking patterns have changed in last two years	121	64	46	78	14	28	31	24	66	53	38	17	13
TOTAL	165	88	66		16	31	44	33	88		54	25	12
	136.4	137.5	143.5	151.3	114.3	110.7	141.9	137.5	133.3	139.6	142.1	147.1	92.3

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1 TABLE 40

Q30 : DO YOU USUALLY PURCHASE A SINGLE CIGAR OR A BOX?

		INC	OME				#YRS S	SMOKE C	IGARS				
				SMOKIN	IG FRE	Q. 2YR					AC	3E	
		<100,	100,				2 or						
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
SINGLE	92	49	35	46	9	37	23	23	46	47	24	14	7
	30.3	28.7	33.3	40.4	29.0	23.6	39.0	38.3	24.9	47.0	26.7	21.9	14.0
BOX	212	122	70	68	22	120	36	37	139	53	66	50	43
	69.7	71.3	66.7	59.6	71.0	76.4	61.0	61.7	75.1	53.0	73.3	78.1	86.0
TOTAL	304	171	105	114	31	157	59	60	185	100	90	64	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

BANNER 1 TABLE 41

Q31 : DO YOU PREFER TO PURCHASE CIGARS WHICH ARE NOT WRAPPED, CIGARS THAT ARE INDIVIDUALLY WRAPPED IN CELLOPHANE, OR CIGARS THAT COME IN INDIVIDUAL CONTAINERS?

		INC						MOKE C	IGARS				
				SMOKIN	_	-					AC	3E	
	TOTAL	•	100, 000+	MORE	LESS		2 or LESS	3-5	>5 	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
NOT WRAPPED	85 28.0	44 25.7	35 33.3	31 27.2	6 19.4	48 30.6			52 28.1	35 35.0		15 23.4	16 32.0
WRAPPED IN CELLOPHANE	136 44.7	80 46.8	41 39.0	50 43.9	13 41.9	72 45.9			84 45.4	42 42.0	43 47.8	29 45.3	22 44.0
INDIVIDUAL CONTAINERS	62 20.4	40 23.4		22 19.3	11 35.5	28 17.8			36 19.5	19 19.0			10 20.0
REFUSED	21 6.9	7 4.1					3 5.1	5 8.3			10 11.1	-	2 4.0
TOTAL	304 100.0	171 100.0	105 100.0	114 100.0	31 100.0	157 100.0			185 100.0	100 100.0			50 100.0

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BANNER 1 TABLE 42

Q32 : DO YOU PURCHASE CIGARS FROM A HUMIDOR?

		INC	OME	a				SMOKE (CIGARS				
		<100.	100.	SMOKII	NG FRE	2. 2YR	2 or				A(3E 	
	TOTAL			MORE	LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
YES	243	137	87	104	23	114	49	50	144	90	77	47	29
	79.9	80.1	82.9	91.2	74.2	72.6	83.1	83.3	77.8	90.0	85.6	73.4	58.0
NO	61	34	18	10	8	43	10	10	41	10	13	17	21
	20.1	19.9	17.1	8.8	25.8	27.4	16.9	16.7	22.2	10.0	14.4	26.6	42.0
TOTAL	304	171	105	114	31	157	59	60	185	100	90	64	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 43
Q33 : FROM WHERE DO YOU PURCHASE CIGARS MOST FREQUENTLY?

							#YRS S				Α		
	TOTAL			MORE		SAME		3-5	>5 			45-54 	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
DRUG STORE	8 2.6	6 3.5	1 1.0	- -	-	8 5.1	-	-	8 4.3	1.0	1 1.1	3 4.7	3 6.0
MAIL ORDER	89 29.3	48 28.1	29 27.6	30 26.3	5 16.1	53 33.8	20 33.9	13 21.7	56 30.3	20 20.0	27 30.0	20 31.3	22 44.0
NEWS STAND	3 1.0	2 1.2	1.0	_	2 6.5		1 1.7	<u>-</u>	2 1.1		1.1	-	1 2.0
RESTAURANT	- -	-	- -	-	-	-	-	-	-	- -	-	- -	- -
SPORTING EVENT	-	-	-	-	-	-	-	-	-	-	-	-	-
TOBACCO/SMOKE SHOP	172 56.6	96 56.1	65 61.9		20 64.5			41 68.3	97 52.4				17 34.0
AIRPORT/DUTY FREE SHOP	-	-	-	-	-	-	-	- -	<u>-</u>		<u>-</u>	-	- -
BAR/CLUB	-	_	-	-	-	-	-	-	-	-	-	-	-
CANDY STORE	1 0.3		-	-	-	1 0.6		-	1 0.5		1.1		-
CONVENIENCE STORE	-	-	-	-	-	-	-	-	-	-	-	-	-
GROCERY STORE/ SUPERMARKET	1 0.3	_	- -	- -	1 3.2		-	-	1 0.5		-	- -	1 2.0
HOTEL	1 0.3		1 1.0			- -	1.7	- -	-	- -	1.1		- -
LIQUOR STORE	7 2.3							2 3.3	4 2.2		_		2 4.0
MALL	-	-	-	-	-	· -	-		-	- -	- -	<u>-</u>	- -

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 43
Q33 : FROM WHERE DO YOU PURCHASE CIGARS MOST FREQUENTLY?

		INCO		CMORTN	ומ החהכ		#YRS S				AC	מי	
				SMOKIN							A. 	7E · • • • •	
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
RETAIL SHOP/OUTLET	2	2 1.2	-	1	-	1	-	_	2	-	2	-	-
	0.7	1.2	-	1 0.9	-	1 0.6	-	-	2. 1.1	-	2 2.2	-	-
VARIETY STORE	2	2 1.2	_	_	_	2	1 1.7	-	1	1	-	_	1
	0.7	1.2	-	-	-	1.3	1.7	-	1 0.5	1.0	-	-	2.0
WHOLESALER/	7	4	1	1	2	4	-	1	6	2	1	3	1.
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	2.3	2.3	1.0	0.9	6.5	4 2.5	-	1.7	3.2	2.0	1.1	3 4.7	2.0
GAS STATION	4	3	_	_	_	4	1	_	3	1	_	2	1
	1.3	1.8	-	-	-	2.5	1 1.7	-	3 1.6	1.0	-	2 3.1	2.0
OTHER	7	3	4	1	_	6	_	3	4	2	2	2	1
	7 2.3	3 1.8	4 3.8	1 0.9	-	3.8	- -	5.0	4 2.2	2.0	2.2	2 3.1	2.0
DON'T KNOW	-	_	_	_		_	_	_	_	_	_	_	_
	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	304	171	105	114	31	157	59	60	185	100	90	64	50
				100.0									

BANNER 1 TABLE 44 Q33A : WHY PURCHASE MOST OFTEN?

		INC		SMOKI	NG FRE	Q. 2YR	#YRS S	MOKE C			A	3E	
	TOTAL	<100,	100,	MORE		SAME	2 or	3-5	>5		35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TASTE/FLAVOR (NET)	63	31	27	19	8	36	8	13	42	15	19	17	12
	20.7	18.1	25.7	16.7	25.8	22.9	13.6	21.7	22.7	15.0	21.1	26.6	24.0
FRESHNESS/CIGARS ALWAYS FRESH	63 20.7	31 18.1	27 25.7	19 16.7		36 22.9		13 21.7	42 22.7	15 15.0	19 21.1	17 26.6	12 24.0
OTHER TASTE/FLAVOR COMMENTS	-	- -	- -	-	-	-	-	-	-	-	-	-	-
VARIETY (NET)	77	40	28	30	3	44	13	19	45	31	21	16	9
	25.3	23.4	26.7	26.3	9.7	28.0	22.0	31.7	24.3	31.0	23.3	25.0	18.0
LIKE/GOOD VARIETY	44 14.5	20 11.7	19 18.1					12 20.0	26 14.1				6 12.0
BETTER/LARGER VARIETY	34 11.2				•			8 13.3	19 10.3			_	3 6.0
OTHER VARIETY COMMENTS	-	-	-	-	-	-	-	-	- -	-	-	-	-
AVAILABILITY (NET)	65	36	24	22	7	36	14	11	40	15	17	17	16
	21.4	21.1	22.9	19.3	22.6	22.9	23.7	18.3	21.6	15.0	18.9	26.6	32.0
AVAILABILITY/ GUARANTEE AVAILABILITY	19 6.3							3 5.0	13 7.0				3 6.0
USUAL BRAND IN STOCK	20 6.6						_	1.7	16 8.6				7 14.0
ONLY PLACE WHERE BRAND IS AVAILABLE	23 7.6								9 4.9			3 4.7	
CARRIES CIGARS	4 1.3							-	3 1.6		- -	2 3.1	2 4.0
OTHER AVAILABILITY COMMENTS	-	-	-	. <u>-</u>	. <u>-</u>	 	- -	- -	-	· -	· -	<u> </u>	-
QUALITY (NET)	63	31	. 28	3 3 0) 7	26	5 18	10	35	26	18	14	5

BANNER 1 TABLE 44 Q33A : WHY PURCHASE MOST OFTEN?

		INCOME #Y SMOKING FREQ. 2YR <100, 100, 2									AC		
	TOTAL			MORE				3-5	>5			45-54 	
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
HAVE BETTER/QUALITY BRANDS	18 5.9	8 4.7	8 7.6	9 7.9	1 3.2	_		2 3.3	11 5.9	4 4.0	9 10.0	4 6.3	1 2.0
KEEP CIGARS IN HUMIDOR	42 13.8	21 12.3	18 17.1	21 18.4	6 19.4			7 11.7	22 11.9	20 20.0	10 11.1	9 14.1	3 6.0
CIGARS PROPERLY CARED FOR/STORED WELL	12 3.9	5 2.9	7 6.7	4 3.5	-	8 5.1		2 3.3	10 5.4	3 3.0	3 3.3	4 6.3	2 4.0
OTHER QUALITY COMMENTS	-	- -	-	-	-		-	-	-	- -	-	- -	· -
STYLE/DESIGN (NET)	2	1	-	. 2	-	-	2	-	-	1	1	-	=
	0.7	0.6	-	1.8	-	-	3.4	-	-	1.0	1.1	-	-
HAVE PREMIUM CIGARS	2 0.7	1 0.6	- -	2 1.8	-	-	2 3.4	-	-	1 1.0			-
OTHER STYLE/DESIGN COMMENTS	-	- -	-	-	-	-	-	-	. - -	-	-	-	-
PRICE/VALUE (NET)	100	64	25	37	9	53	18	17	65	28	35	23	14
	32.9	37.4	23.8	32.5	29.0	33.8	30.5	28.3	35.1	28.0	38.9	35.9	28.0
GOOD/REASONABLE PRICE	30 9.9		8 7.6		3 9.7			2 3.3	22 11.9		_	_	6 12.0
LESS EXPENSIVE/LOWER PRICE	58 19.1		13 12.4		4 12.9		-	12 20.0	36 19.5				4 8.0
DISCOUNT	11 3.6		2 1.9		2 6.5		_	3 5.0	7 3.8	_	_	_	2 4.0
GOOD VALUE FOR THE MONEY	1 0.3		1.0		-	-		-	1 0.5		-	-	1 2.0
NOT PAY TAX/TOBACCO	5 1.6		2 1.9		1 3.2			-	2 1.1				2.0
CHEAPER PRICE THROUGH	0.7		-	2 1.8	-	_		-	2 1.1		1 1.1		1 2.0

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BANNER 1 TABLE 44 Q33A : WHY PURCHASE MOST OFTEN?

		INCO		SMOKIN	IG FRE	Q. 2YR		MOKE C	IGARS		AG	S E	
	TOTAL	<100, 000		MORE	LESS		2 or LESS	3-5	>5 	18-34	35 - 44	45-54 	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
OTHER PRICE/VALUE COMMENTS	-	-	-	-	- -	- -	- -	- -	- -	- -	-	<u>-</u>	-
CONVENIENCE (NET)	97	58	. 28	35	8	54	17	18	62	36	30	17	14
**************************************	31.9	33.9	26.7	30.7	25.8	34.4	28.8	30.0	33.5	36.0	33.3	26.6	28.0
CONVENIENT LOCATION	19 6.3	14 8.2	4 3.8	5 4.4	1 3.2	13 8.3	4 6.8	5 8.3	10 5.4	7 7.0	7 7.8	4 6.3	1 2.0
CONVENIENT TO/CLOSE TO HOME	16 5.3	9 5.3	6 5.7	8 7.0	2 6.5	6 3.8		2 3.3	10 5.4	10 10.0	3 3.3	-	3 6.0
CONVENIENT TO/CLOSE TO WORK	11 3.6	6 3.5	3 2.9		2 6.5	4 2.5		1 1.7	6 3.2	6 6.0	1 1.1	3 4.7	1 2.0
PHONE/MAIL ORDER MORE CONVENIENT	20 6.6	10 5.8	8 7.6		1 3.2	15 9.6		4 6.7	14 7.6	5 5.0	7 7.8	5 7.8	3 6.0
HAVE DELIVERY	13 4.3	7 4.1	4 3.8		2 6.5			3 5.0	8 4.3	5 5.0	5 5.6	2 3.1	1 2.0
FAST/QUICK DELIVERY	13 4.3	6 3.5	5 4.8		-	12 7.6		2 3.3	10 5.4	1.0		3 4.7	4 8.0
STORE QUICKER THAN MAIL ORDER	6 2.0	6 3.5	-	4 3.5	-	2 1.3		2 3.3	3 1.6	4 4.0		-	<u>-</u>
CONVENIENT (NS)	6 2.0	3 1.8	1 1.0		- -	4 2.5		1 1.7	5 2.7	-	3 3.3	1 1.6	2 4.0
EASY	2 0.7		-	1 0.9	-		1.7	-	1 0.5		2.2	-	-
OTHER CONVENIENT COMMENTS	0.3	_	-	- -	-	-	=	-	1 0.5			- -	-
SERVICE (NET)	35	20	15	15	4	16	5 5	8	22	11	12	9	3
	11.5	11.7	14.3	13.2	12.9	10.2	8.5	13.3	11.9	11.0	13.3	14.1	6.0
KNOWLEDGEABLE STAFF	19 6.3		6 5.7		2 6.5		_	4 6.7	12 6.5			5 7.8	2 4.0

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1 TABLE 44 Q33A : WHY PURCHASE MOST OFTEN?

	INCOME							MOKE C					
		<100,			NG FRE		2 or				A.	3E 	
	TOTAL	000	•	MORE			LESS	3-5	>5			45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
FRIENDLY/HELPFUL EMPLOYEES	16 5.3	10 5.8	6 5.7	8 7.0	3 9.7	5 3.2	3 5.1	5 8.3	8 4.3	4 4.0	6 6.7	6 9.4	-
GOOD SERVICE	4 1.3	1.2	2 1.9	-	-	4 2.5	-	-	4 2.2	1.0	2 2.2	-	2.0
MONEY BACK GUARANTEE	3 1.0	2 1.2	1.0	_	1 3.2	- -	-	1 1.7	2 1.1	1.0	2 2.2	- -	- -
OTHER SERVICE COMMENTS	0.3	-	1 1.0		- -	1 0.6		-	1 0.5	- -	1 1.1		-
MISCELLANEOUS (NET)	33	20	12	17	6	10	5	9	19	17	4	10	2
**************************************	10.9	11.7	11.4	14.9	19.4	6.4	8.5	15.0	10.3	17.0	4.4	15.6	4.0
HABIT	6 2.0	3 1.8	3 2.9		1 3.2			-	6 3.2				-
CIGAR/TOBACCO SPECIALTY SHOP	11 3.6	6 3.5	4 3.8		1 3.2			1 1.7	6 3.2				1 2.0
CAN SAMPLE/TASTE CIGARS	5 1.6	4 2.3	1.0	-	1 3.2		_	2 3.3	2 1.1			1 1.6	-
WINE CELLAR/LIQUOR STORE	2 0.7	2 1.2	- -	_			-	1 1.7	1 0.5			-	1 2.0
ENJOYABLE PLACE TO SHOP	2 0.7	1 0.6	1.0		- -	-	1.7	1 1.7		2.0		-	-
KNOW/FRIENDS WITH OWNER	0.3	-	1.0			<u> </u>	1.7	-	-	1.0		· -	-
CAN BROWSE/CHECK CIGARS	2 0.7				-	1.3		-	2 1.1			1 1.6	-
OTHER MISCELLANEOUS COMMENTS	7 2.3	5 2.9			_			4 6.7	3 1.6		_		-
DON'T KNOW	-	- -	<u>-</u>		-			-	- -				- -

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BANNER 1 TABLE 44

Q33A : WHY PURCHASE MOST OFTEN?

		INC	OME				#YRS S	SMOKE (CIGARS					
		<100,	100,			Q. 2YR		· ·			A(3E 		
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+	
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50	
NOTHING	1	1	-	-	-	1	-	-	1	-	-	-	1	
	0.3	0.6	-	-	-	0.6	-	-	0.5	-	-	-	2.0	
TOTAL	575	326	199	225	55	294	107	111	357	194	171	131	79	
	189.1	190.6	189.5	197.4	177.4	187.3	181.4	185.0	193.0	194.0	190.0	204.7	158.0	

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 45
Q34 : FROM WHERE DO YOU PURCHASE CIGARS SECOND MOST FREQUENTLY?

	INCOME SMOKING FREQ. 2 <100. 100							MOKE C			AC		
	TOTAL	<100, 000		MORE			2 or LESS	3-5	>5 		35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
DRUG STORE	20 6.6	14 8.2	5 4.8	5 4.4	2 6.5	13 8.3		3 5.0	14 7.6		4 4.4	3 4.7	6 12.0
MAIL ORDER	41 13.5	22 12.9	18 17.1		5 16.1	18 11.5		10 16.7	20 10.8		14 15.6	6 9.4	6 12.0
NEWS STAND	4 1.3	3 1.8	1.0	-	-	-	3 5.1	-	1 0.5		1 1.1	1 1.6	-
RESTAURANT	9 3.0	4 2.3	4 3.8		3.2	-	-	- -	6 3.2		_	3 4.7	-
SPORTING EVENT	<u>-</u>	- -	-	<u>-</u>	-	-	-	-	-	<u>-</u>	-	-	-
TOBACCO/SMOKE SHOP	98 32.2							19 31.7	62 33.5			22 34.4	15 30.0
AIRPORT/DUTY FREE SHOP	0.7			-	-	2 1.3		1.7	1 0.5		· _	2 3.1	-
BAR/CLUB	3 1.0				_			- -	3 1.6		2 2.2		1 2.0
CANDY STORE	-	- -	- -	-	- -	-	-	-	-	· -	- -	-	-
CONVENIENCE STORE	1 0.3			0.9		-	<u> </u>	1 1.7	-	- -	1 1.1		-
GROCERY STORE/ SUPERMARKET	5 1.6				3.2			-	2.2				- -
HOTEL	7 2.3		_			2.5		1 1.7	2.7				2 4.0
LIQUOR STORE	5 1.6					1.3			3 1.6				-
MALL	3 1.0								1.1				

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 45
Q34 : FROM WHERE DO YOU PURCHASE CIGARS SECOND MOST FREQUENTLY?

		INCOME						MOKE C			AG	יםי	
					_	•						·	
	TOTAL	•	•	MORE				3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
RETAIL SHOP/OUTLET	-	-	-	-	-	-	-	-	-	-	-	-	- -
VARIETY STORE	0.3	-	-	-	-	1 0.6	-	-	1 0.5	-	-	1 1.6	-
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	2 0.7	-	2 1.9	2 1.8	-	-	-	1 1.7	0.5	1.0	1.1	-	-
GAS STATION	1 0.3	1 0.6	<u>-</u> -	-	1 3.2	-	-	-	1 0.5	1.0	-	-	-
OTHER	4 1.3	2 1.2	2 1.9	-	1 3.2	3 1.9	-	-	4 2.2	<u>-</u> -	-	2 3.1	2 4.0
NOWHERE ELSE	98 32.2	53 31.0	34 32.4			53 33.8		23 38.3	57 30.8		25 27.8		
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	304 100.0	171 100.0	105 100.0		31 100.0	157 100.0	59 100.0	60 100.0	185 100.0	100 100.0		64 100.0	50 100.0

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 46
Q35 : FROM WHERE DID YOU PURCHASE YOUR VERY FIRST CIGAR?

	INCOME SMOKING FREQ. 2YR					#YRS S				A	3E		
	TOTAL				LESS			3-5	>5 		35-44 	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
DRUG STORE	68 22.4	41 24.0	21 20.0	29 25.4	8 25.8	31 19.7	9 15.3	12 20.0	47 25.4	18 18.0	16 17.8	18 28.1	16 32.0
MAIL ORDER	9 3.0	4 2.3	4 3.8	4 3.5	1 3.2	3 1.9	5 8.5	1 1.7	3 1.6	4 4.0	3 3.3	-	2 4.0
NEWS STAND	4 1.3	1 0.6	3 2.9			3 1.9	1 1.7	1 1.7	2 1.1	-	2 2.2	2 3.1	-
RESTAURANT	3 1.0	2 1.2	-	1 0.9	- -	2 1.3	2 3.4	-	1 0.5	1 1.0	1 1.1	1 1.6	-
SPORTING EVENT	-	-	- -	- -	-	-	-	-		- -	- -	- -	-
TOBACCO/SMOKE SHOP	95 31.3						28 47.5	22 36.7	45 24.3	43 43.0			11 22.0
AIRPORT/DUTY FREE SHOP	-	-	-	-	-	-	-	-	-	-	-	-	-
BAR/CLUB	0.3		1 1.0		-	1 0.6	-	<u>-</u>	1 0.5		-	1 1.6	-
CANDY STORE	7 2.3					5 3.2	-	·	7 3.8				- -
CONVENIENCE STORE	7 2.3					5 3.2		3.3	3 1.6				-
GROCERY STORE/ SUPERMARKET	15 4.9							1 1.7	13 7.0				3 6.0
HOTEL	7 2.3							2 3.3	3 1.6				2.0
LIQUOR STORE	12 3.9							4 6.7	2.2				-
MALL	2 0.7					_		-	2 1.1				-

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 46
Q35 : FROM WHERE DID YOU PURCHASE YOUR VERY FIRST CIGAR?

		INCO					#YRS S						
				SMOKIN	-						AG	;E 	
	TOTAL			MORE						18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
RETAIL SHOP/OUTLET	2 0.7	1 0.6	1.0	2 1.8	-	-	1 1.7	-	1 0.5	2 2.0	-	-	- -
VARIETY STORE	0.3	-	- -	- -	- -	1 0.6	-	- -	1 0.5	-	-	1 1.6	- -
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	2 0.7		-	-	2 6.5	-	-	1.7	1 0.5	-	1.1	1 1.6	-
GAS STATION	5 1.6	4 2.3	-	2 1.8	2 6.5	1 0.6	1 1.7	2 3.3	2 1.1	3 3.0	2 2.2	-	-
WAS A GIFT	10 3.3	6 3.5	3 2.9	2 1.8	2 6.5	6 3.8	1 1.7	1 1.7	8 4.3	3 3.0	3 3.3	1 1.6	3 6.0
OTHER	12 3.9		6 5.7	3 2.6	1 3.2	8 5.1	- -	3 5.0	9 4.9	2 2.0	6 6.7	1 1.6	3 6.0
DON'T KNOW	42 13.8	18 10.5	16 15.2		2 6.5		2 3.4	8 13.3	32 17.3		12 13.3		11 22.0
TOTAL	304 100.0	171 100.0	105 100.0	114 100.0	31 100.0	157 100.0			185 100.0	100 100.0	90 100.0	64 100.0	

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BANNER 1 TABLE 47

Q36 : WHERE ELSE HAVE YOU PURCHASED CIGARS?

•	INCOME SMOKING FREQ. 2Y <100. 100					Q. 2YR		MOKE C			AC	GE .	
	TOTAL	<100, 000		MORE			2 or LESS	3-5	>5		35-44		55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
DRUG STORE	31 10.2	18 10.5	9 8.6	10 8.8	4 12.9	16 10.2		7 11.7	19 10.3	10 10.0	6 6.7	5 7.8	10 20.0
MAIL ORDER	22 7.2	11 6.4	9 8.6	6 5.3	2 6.5	13 8.3		5 8.3	12 6.5	9 9.0	4 4.4	6 9.4	3 6.0
NEWS STAND	10 3.3	6 3.5	4 3.8	2 1.8	2 6.5	_		2 3.3	8 4.3	3 3.0	3 3.3	1.6	3 6.0
RESTAURANT	29 9.5	12 7.0	15 14.3	15 13.2	2 6.5			3 5.0	22 11.9	10 10.0	_	8 12.5	5 10.0
SPORTING EVENT	1 0.3	1 0.6	-	- -	-	1 0.6		-	1 0.5	1.0		-	- -
TOBACCO/SMOKE SHOP	63 20.7	36 21.1			4 12.9			12 20.0	39 21.1			16 25.0	9 18.0
AIRPORT/DUTY FREE SHOP	2.0	3 1.8	.3 2.9		-	3 1.9		2 3.3	4 2.2	2.0		1 1.6	1 2.0
BAR/CLUB	5 1.6		1.9		-	2 1.3		1 1.7	3 1.6	2.0		2 3.1	1 2.0
CANDY STORE	0.3			-	1 3.2			<u>-</u>	1 0.5		_		-
CONVENIENCE STORE	4 1.3	_				-		1 1.7	3 1.6			-	1 2.0
GROCERY STORE/ SUPERMARKET	8 2.6	_	_	_	_			1.7	5 2.7	-	_		1 2.0
HOTEL	10							2 3.3	8 4.3				1 2.0
LIQUOR STORE	3 1.0				-	-		1 1.7	2 1.1				-
MALL	1 0.3				- -	-		-	1 0.5		-	1 1.6	-

BANNER 1
TABLE 47
Q36 : WHERE ELSE HAVE YOU PURCHASED CIGARS?

		INCOME # SMOKING FREQ. 2YR -					#YRS S						
				SMOKIN			2 or				AC	3E 	
	TOTAL			MORE						18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
RETAIL SHOP/OUTLET	4 1.3	1 0.6	2 1.9	- -	-	4 2.5	-	1 1.7	3 1.6	- -	1 1.1	3 4.7	- -
VARIETY STORE	2 0.7	-	2 1.9	-	1 3.2	1 0.6	-	- -	2 1.1	-	-	2 3.1	-
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	4 1.3	2 1.2	2 1.9	-	<u>-</u>	4 2.5	-	2 3.3	2 1.1	-	2.2	1 1.6	1 2.0
GAS STATION	0.3	1 0.6	- -	-	1 3.2	-	- -	- -	1 0.5	-	-	1 1.6	-
OTHER	17 5.6	11 6.4			1 3.2	8 5.1	3 5.1	3 5.0					_
NOWHERE ELSE	132 43.4	74 43.3	41 39.0		15 48.4	69 43.9	30 50.8	29 48.3	73 39.5			24 37.5	
DON'T KNOW	- -	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	354 116.4	197 115.2	127 121.0	131 114.9	37 119.4			72 120.0	220 118.9	121 121.0	95 105.6		

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1 TABLE 48

Q37 : DOES THE TYPE OF RETAIL OUTLET HAVE AN IMPACT ON YOUR PERCEPTION OF THE QUALITY OF THE CIGAR?

	INCOME SMOKING FREQ. 2YI <100. 100							MOKE (CIGARS		AC	GE	
	TOTAL	,	•		LESS		2 or LESS	3-5	>5 	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
YES	172 56.6		58 55.2			82 52.2		35 58.3	102 55.1	53 53.0			
NO	132 43.4			40 35.1	16 51.6	_		25 41.7	83 44.9	47 47.0			24 48.0
TOTAL	304 100.0		105 100.0	114 100.0	31 100.0	157 100.0	59 100.0	60 100.0		100 100.0	90 100.0		50 100.0

BANNER 1
TABLE 49
Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

		INC						MOKE C	IGARS		-		
	moma r	<100,	100,				2 or					3E 	
	TOTAL	000		MORE	LESS	SAME	LESS	3-5 	>5 	18-34	35-44	45-54	55+
BASE - total respondents who say type of outlet has impact	172	95	58	74	15	82	35	35	102	53	58	35	26
TASTE/FLAVOR (NET)	23	12	8	11	4	8	4	5	14	7	8	2	6
	13.4	12.6	13.8	14.9	26.7	9.8	11.4	14.3	13.7	13.2	13.8	5.7	23.1
FRESHNESS/CIGARS ALWAYS FRESH	23 13.4	12 12.6		11 14.9	4 26.7	8 9.8		5 14.3	14 13.7			2 5.7	6 23.1
OTHER TASTE/FLAVOR COMMENTS	- -	- -	- -	- -	- -	- -	- -	-	-	-	-	-	-
VARIETY (NET)	21	16	4	9	1	11	. 4	3	14	5	. 6	4	6
·	12.2	16.8	6.9	12.2	6.7	13.4	11.4	8.6	13.7	9.4	10.3	11.4	23.1
GOOD/BETTER VARIETY	21 12.2							3 8.6	14 13.7				6 23.1
OTHER VARIETY COMMENTS	-	-	-	-	-	-	-	-	-	-	-	- ; -	
AVAILABILITY (NET)	6	3	3	2	2	2	: -	2	. 4	. 1	. 2	2	1
A P I I That I I I I I I I I I I I I I I I I I I I	3.5	3.2	5.2	2.7	13.3	2.4	-	5.7	3.9	1.9	3.4	5.7	3.8
USUAL BRAND IN STOCK	6 3.5							2 5.7	4 3.9				1 3.8
OTHER AVAILABILITY COMMENTS	-	-	-	,		- -	· -	- -	-	· . -	. <u>-</u>		-
QUALITY (NET)	101	57	34	46	5 5	5 50	23	20	58	3 6	31	. 22	12
	58.7	60.0	58.6	62.2	33.3	61.0	65.7	57.1	56.9	67.9	53.4	62.9	46.2
HAVE BETTER QUALITY	15 8.7								10 9.8				3 11.5
PROPER HANDLING/ STORAGE	19 11.0								11 10.8				2 7.7
KEEP CIGARS IN HUMIDORS/STORED	24 14.0								14 13.7				4 15.4

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 49
Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

		INC		CMOVI	אור המהו	277	#YRS S	MOKE C			7. (GE	
	TOTAL	<100,	100,		LESS		2 or	3-5			35-44		55+
BASE - total respondents who say type of outlet has impact	172	95	58	74	15	82	35	35	102	53	58	35	26
FRESHER IF KEPT IN HUMIDOR	18 10.5	11 11.6	5 8.6					2 5.7	9 8.8	_	6 10.3		- -
BETTER QUALITY CIGARS IF KEPT IN HUMIDOR	11 6.4	3 3.2	7 12.1			4 4.9		2 5.7	6 5.9	4 7.5	4 6.9		1 3.8
BETTER QUALITY STORE SELLS BETTER QUALITY CIGAR	19 11.0	11 11.6	6 10.3			_		4 11.4	10 9.8	_	3 5.2	5 14.3	2 7.7
STOCK GOES STALE/SITS ON SHELF TO LONG	8 4.7					6 7.3		3 8.6	4 3.9		6 10.3		1 3.8
NO HUMIDOR	5 2.9			_		4 4.9		2 5.7	2.0		4 6.9		-
OTHER QUALITY COMMENTS	2 1.2		_	_		- -	- -	1 2.9	1 1.0			1 2.9	-
STYLE/DESIGN (NET)	6	3	2	5	-	1	. 1	1	4	1	2	2	1
	3.5	3.2	3.4	6.8	_	1.2	2.9	2.9	3.9	1.9	3.4	5.7	3.8
HAVE PREMIUM BRANDS	6 3.5			_		1 1.2		1 2.9	4 3.9				1 3.8
OTHER STYLE/DESIGN COMMENTS	-	-	-	-	<u>-</u>	-	- -	-	-	-	-	-	-
PRICE/VALUE (NET)	4	3	1	. 2	1	. 1	. 1	-	3	1		2	1
	2.3	3.2	1.7	2.7	6.7	1.2	2.9	-	2.9	1.9	-	5.7	3.8
GOOD VALUE FOR THE MONEY	1 0.6			-	6.7		. <u>-</u>	-	1.0		-	1 2.9	-
EXPENSIVE/MORE EXPENSIVE	3 1.7					1.2		-	2.0			1 2.9	1 3.8
OTHER PRICE/VALUE COMMENTS	-	-	-	- -	-	-	· -	-	-	-	-	- -	-

BANNER 1
TABLE 49
Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

		INC						MOKE C					
		<100,			NG FRE		2 or				A(3E 	
	TOTAL			MORE				3-5	>5 	18-34	35-44	45-54	55+
BASE - total respondents who say type of outlet has impact	172	95	58	74	15	82	35	35	102	53	58	35	26
SERVICE (NET)	25	15	9	11	3	11	4	4	17	7	10	4	4
	14.5	15.8	15.5	14.9	20.0	13.4	11.4	11.4	16.7	13.2	17.2	11.4	15.4
KNOWLEDGEABLE STAFF	19 11.0	10 10.5	8 13.8	9 12.2	3 20.0	7 8.5		2 5.7	13 12.7		_	4 11.4	3 11.5
STAFF NOT KNOWLEDGEABLE	2 1.2	2 2.1	-	1 1.4	-	1 1.2		1 2.9	1 1.0	-	2 3.4	-	-
OTHER SERVICE COMMENTS	4 2.3	3 3.2	1 1.7		-	3 3.7		1 2.9	3 2.9	1 1.9		-	1 3.8
MISCELLANEOUS (NET)	74	42	28	37	8	29	18	16	40	27	28	12	7
	43.0	44.2	48.3	50.0	53.3	35.4	51.4	45.7	39.2	50.9	48.3	34.3	26.9
STORE SPECIALIZES IN CIGARS/TOBABCCO	41 23.8		16 27.6		3 20.0			5 14.3	24 23.5			6 17.1	4 15.4
CLEAN STORE/NOT MESSY	4 2.3		1 1.7					2 5.7	1 1.0				· -
STORE WELL KNOWN/GOOD REPUTATION	3 1.7			2 2.7		1 1.2		1 2.9	1.0				-
MARKETING/PROMOTION	2 1.2		1 1.7	-		1 1.2		1 2.9	1 1.0			-	1 3.8
STORE NOT LOOK CHEAP	3 1.7					2.4		3 8.6	·-	_		-	1 3.8
OTHER MISCELLANEOUS COMMENTS	29 16.9							7 20.0	16 15.7				3.8
DON'T KNOW	2 1.2						· -	-	2.0		_		1 3.8
NOTHING	-	-	-					-	-				-

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BANNER 1 TABLE 49

Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

		INC	OME	SMOKI	NG FRE). 2YR		SMOKE (CIGARS		A	GE	
	TOTAL	<100, 000	•			-	_	3-5	>5	18-34	35-44 	45-54	55+
BASE - total respondents who say type of outlet has impact	172	95	58	74	15	82	35	35	102	53	58	35	26
TOTAL	290 168.6		101 174.1	140 189.2		124 151.2	65 185.7	57 162.9	168 164.7	101 190.6	95 163.8	54 154.3	40 153.8

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BANNER 1 TABLE 50

Q38 : ARE YOU AWARE YOU CAN PURCHASE CIGARS THROUGH MAIL ORDER?

		INC	ME					SMOKE (CIGARS				
		<100,	100.	SMOKI	NG FRE	2. 2YR	2 or				AC	3E 	
	TOTAL			MORE	LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+
222													
BASE - total respondents not mentioning mail order	167	99	55	68	21	78	30	36	101	60	49	37	21
YES	139	82	45	54	21	64	23	29	87	42	46	32	19
	83.2	82.8	81.8	79.4	100.0	82.1	76.7	80.6	86.1	70,0	93.9	86.5	90.5
NO	28	17	10	14	-	14	7	7	14	18	3	5	2
	16.8	17.2	18.2	20.6	-	17.9	23.3	19.4	13.9	30.0	6.1	13.5	9.5
TOTAL	167	99	55	68	21	78	30	36	101	60	49	37	21
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

BANNER 1
TABLE 51
Q39 : HAVE YOU EVER PURCHASED CIGARS THROUGH MAIL ORDER?

				SMOKI	NG FRE	Q. 2YR		SMOKE (CIGARS		AC	}E	
	TOTAL		•	MORE	LESS	SAME	LESS	3-5	>5 	18-34	35-44	45 - 54	55+
BASE - total respondents not mentioning mail order and aware you can purchase through mail	139	82	45	54	21	64	23	29	87	42	46	32	19
YES	68 48.9	37 45.1	23 51.1	28 51.9	9 42.9			8 27.6	50 57.5	18 42.9	20 43.5	19 59.4	11 57.9
NO	71 51.1	45 54.9	22 48.9		12 57.1	33 51.6	13 56.5		37 42.5	24 57.1		13 40.6	8 42.1
TOTAL	139 100.0	82 100.0	45 100.0	54 100.0	21 100.0	64 100.0		29 100.0	87 100.0	42 100.0		32 100.0	19 100.0

BANNER 1 TABLE 52 Q40A : WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

		INC		OMOWE		0.0175		SMOKE C			_		
		<100,		SMOKI		Q. 2YR	2 or				A(GE 	
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5 	18-34	35-44	45-54	55+
BASE - total respondents who use mail order	205	109	73	74	19	110	39	32	134	58	61	46	40
CONVENIENCE (NET)	114	59	41	38	12	63	19	19	76	30	36	26	22
	55.6	54.1	56.2	51.4	63.2	57.3	48.7	59.4	56.7	51.7	59.0	56.5	55.0
HOME DELIVERY	31 15.1	18 16.5	. 7 9.6		2 10.5	14 12.7	4 10.3	9 28.1	18 13.4	12 20.7		8 17.4	1 2.5
FAST/PROMPT/ON TIME DELIVERY	30 14.6	15 13.8	13 17.8	-	4 21.1		4 10.3	3 9.4	23 17.2	4 6.9	11 18.0		8 20.0
PAYMENT BY CREDIT CARD	7 3.4		2 2.7		1 5.3			-	6 4.5		3 4.9		2 5.0
PAYMENT BY CHECK	6 2.9	3 2.8	2 2.7		- -	4 3.6		2 6.3	4 3.0	_	_		1 2.5
ORDER BY PHONE	63 30.7	34 31.2	24 32.9		_			10 31.3	41 30.6				12 30.0
CONVENIENT (NS)	8 3.9	3 2.8	3 4.1					1 3.1	6 4.5				2 5.0
EASY	4 2.0		2 2.7			_		-	2 1.5			2 4.3	-
BILLED/BILLED TO ACCOUNT	1.0		1 1.4		-	2 1.8		-	1 0.7		1 1.6	_	-
OTHER CONVENIENT COMMENTS	2 1.0		-	1 1.4	_		-	-	2 1.5		-	_	1 2.5
TASTE/FLAVOR (NET)	10	6	3	2	1	. 7	3	1	6	1	. 2	5	2
	4.9	5.5	4.1	2.7	5.3	6.4	7.7	3.1	4.5	1.7	3.3	10.9	5.0
FRESH	10 4.9		3 4.1				_	1 3.1	6 4.5				2 5.0
VARIETY (NET)	47	29	14	19	2	26	12	10	25	16	11	. 12	8
	22.9	26.6	19.2	25.7	10.5	23.6	30.8	31.3	18.7	27.6	18.0	26.1	20.0
LIKE/GOOD VARIETY	18	12	5	7	1	10	. 5	3	10	5	2	. 8	3

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BANNER 1
TABLE 52
Q40A : WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

						-	#YRS S				AC	}E	
	TOTAL	<100, 000	•	MORE		SAME	LESS	3-5	>5		35-44	45-54	55+
BASE - total respondents who use mail order	205	109	73	74	19	110	39	32	134	58	61	46	40
BETTER/LARGER VARIETY	29 14.1	17 15.6	9 12.3	12 16.2	1 5.3	16 14.5	7 17.9	7 21.9	15 11.2	11 19.0	9 14.8	4 8.7	5 12.5
OTHER VARIETY COMMENTS	1 0.5	1 0.9	- -	-	- -	1 0.9	- -	-	1 0.7	1 1.7	-	-	<u>-</u>
AVAILABILITY (NET)	29	19	6	13	1	15	5	4	20	9	9	3	8
	14.1	17.4	8.2	17.6	5.3	13.6	12.8	12.5	14.9	15.5	14.8	6.5	20.0
AVAILABILITY/NOT AVAILABLE IN RETAIL STORES	21 10.2	13 11.9	5 6.8	9 12.2	1 5.3			2 6.3	16 11.9	7 12.1	6 9.8	2 4.3	6 15.0
USUAL BRAND IN STOCK	8 3.9	5 4.6	2 2.7	3 4.1	-	5 4.5		2 6.3	5 3.7	3 5.2	3 4.9	1 2.2	1 2.5
ONLY PLACE WHERE BRAND IS AVAILABLE	3 1.5	2 1.8	-	2 2.7	-	1 0.9	_	1 3.1	1 0.7	_	_	<u>-</u>	1 2.5
OTHER AVAILABILITY COMMENTS	- -	- -	-	- -	-	· -	-	-	<u>-</u>	-	-	-	-
QUALITY (NET)	6	3	2	3	_	3	2	-	4	2	-	3	1
1.94.61	2.9	2.8	2.7	4.1	-	2.7	5.1	_	3.0	3.4	-	6.5	2.5
GOOD QUALITY	2 1.0	1 0.9			-	-	2 5.1	- -	-	1 1.7		1 2.2	-
GUARANTEE/QUALITY GUARANTEE	5 2.4	2 1.8	_		-	3 2.7		_ _	4 3.0		- -	2 4.3	1 2.5
OTHER QUALITY COMMENTS		-	-	-	-	-	-	-	-	-	-	-	-
PRICE/VALUE (NET)	99	48	39	41	9	48	22	19	58	29	28	24	18
	48.3	44.0	53.4	55.4	47.4	43.6	56.4	59.4	43.3	50.0	45.9	52.2	45.0
LESS EXPENSIVE/LOWER PRICE	60 29.3	28 25.7			5 26.3			11 34.4	36 26.9			11 23.9	11 27.5

BANNER 1
TABLE 52
Q40A: WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

						-		MOKE C			A		
	TOTAL	<100, 000		MORE		SAME	2 or LESS	3-5	>5			45-54	55+
BASE - total respondents who use mail order	205	109	73	74	19	110	39	32	134	58	61	46	40
GOOD/REASONABLE PRICE	14 6.8	7 6.4	7 9.6		2 10.5	6 5.5	3 7.7	3 9.4	8 6.0	5 8.6	3 4.9	3 6.5	3 7.5
DISCOUNT	6 2.9	2 1.8	2 2.7	3 4.1	- -	3 2.7	1 2.6	1 3.1	4 3.0	1 1.7	2 3.3	2 4.3	1 2.5
BULK DISCOUNT/CHEAPER BY THE BOX	9 4.4	5 4.6	2 2.7	_	1 5.3	5 4.5	2 5.1	3.1	6 4.5	2 3.4	1 1.6	4 8.7	2 5.0
PAY LESS TAXES/ TOBACCO TAXES	10 4.9	5 4.6	5 6.8	6 8.1	-	4 3.6	2 5.1	2 6.3	6 4.5	2 3.4	3 4.9	4 8.7	1 2.5
GOOD VALUE FOR THE MONEY	5 2.4	3 2.8	1 1.4		2 10.5	3 2.7	-	1 3.1	4 3.0	1 1.7	_	2 4.3	1 2.5
PRICE (UNSPECIFIED)	2 1.0	1 0.9	-	2 2.7	- -	• -	1 2.6	1 3.1	- -	-	1 1.6	1 2.2	-
OTHER PRICE/VALUE COMMENTS	4 2.0	2 1.8	1 1.4	_	1 5.3	_		2 6.3	2 1.5	1.7	_	-	1 2.5
SERVICE (NET)	9	7	2	5	-	4	1	2	6	3		3	3
	4.4	6.4	2.7	6.8	-	3.6	2.6	6.3	4.5	5.2	-	6.5	7.5
GIVE ADVICE/ RECOMMENDATIONS	2 1.0	1 0.9	1 1.4	_	-	1 0.9		1 3.1	1 0.7			- -	1 2.5
OTHER SERVICE COMMENTS	7 3.4	6 5.5	1 1.4	_	-	3 2.7		1 3.1	5 3.7			3 6.5	2 5.0
MISCELLANEOUS (NET)	8	3	5	6	-	2	4	1	3	5	1	1	1
	3.9	2.8	6.8	8.1	-	1.8	10.3	3.1	2.2	8.6	1.6	2.2	2.5
ENJOY CIGAR CATALOGS	2.0	2 1.8	_	_	-	1 0.9		-	2 1.5				<u>-</u> -
CAN BUY BY THE BOX/ BUNDLE	1 0.5	-	1 1.4	_	-	-	1 2.6	- -	-	1 1.7		-	-
OTHER MISCELLANEOUS COMMENTS	3 1.5	1 0.9			 -	1 0.9		1 3.1	1 0.7			-	1 2.5

BANNER 1
TABLE 52
Q40A : WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

		INC	OME	SMOKI	NG FRE	Q. 2YR		MOKE (CIGARS		A	3E	
	TOTAL	<100, 000		MORE	LESS	SAME	2 or LESS	3-5	>5 	18-34	35-44 	45-54 	55+
BASE - total respondents who use mail order	205	109	73	74	19	110	39	32	134	58	61	46	40
DON'T KNOW	1 0.5	-		11.4	- -	-	-	<u>-</u> -	1 0.7	-	-	1 2.2	-
NOTHING	10 4.9	5 4.6					1 2.6	<u>.</u> -	9 6.7	1 1.7		1 2.2	4 10.0
TOTAL	388 189.3	207 189.9	135 184.9	154 208.1	30 157.9			66 206.3	246 183.6			91 197.8	74 185.0

BANNER 1
TABLE 53
Q40B: WHAT DO YOU NOT LIKE ABOUT USING MAIL ORDER?

		INC		SMOKI	NG FRE). 2YR		MOKE C	IGARS		A	3E	
	TOTAL	<100,	100,	MORE		SAME	2 or LESS	3-5	>5	18-34	35-44		55+
BASE - total respondents who use mail order	205	109	73	74	19	110	39	32	134	58	61	46	40
CONVENIENCE (NET)	56	26	24	23	3	30	14	12	30	20	21	9	6
	27.3	23.9	32.9	31.1	15.8	27.3	35.9	37.5	22.4	34.5	34.4	19.6	15.0
NOT LIKE TO WAIT/ LENGTH OF TIME FOR DELIVERY	43 21.0	21 19.3	18 24.7	18 24.3	2 10.5	23 20.9		9 28.1	22 16.4	17 29.3	15 24.6	6 13.0	5 12.5
HAVE TO BUY QUANTITY/ IN BULK/BY THE BOX	13 6.3	6 5.5	6 8.2	6 8.1	-, -	7 6.4		2 6.3	8 6.0	3 5.2	6 9.8	3 6.5	1 2.5
OTHER CONVENIENCE COMMENTS	1 0.5	- -	-	-	1 5.3	-	-	1 3.1	-	1 1.7	-	-	-
TASTE/FLAVOR (NET)	9	5	3	5	-	4	1	3	5	4	3	1	1
	4.4	4.6	4.1	6.8	-	3.6	2.6	9.4	3.7	6.9	4.9	2.2	2.5
NOT FRESH	9 4.4	5 4.6	3 4.1	5 6.8	-	4 3.6		3 9.4	5 3.7	4 6.9		1 2.2	1 2.5
OTHER TASTE/FLAVOR COMMENTS	<u>-</u>	- -	-	-	-	- -	- -	-	-	-	-	- -	-
AVAILABILITY (NET)	11	5	4	5	1	5	3	2	6	5	2	1	3
	5.4	4.6	5.5	6.8	5.3	4.5	7.7	6.3	4.5	8.6	3.3	2.2	7.5
LOW AVAILABILITY/OUT OF STOCK	10 4.9	5 4.6	4 5.5	5 6.8	1 5.3	4 3.6		2 6.3	5 3.7			1 2.2	2 5.0
OTHER AVAILABILITY COMMENTS	1 0.5	. -	-	-	- -	1 0.9		<u>-</u> .	0.7		- -	-	1 2.5
QUALITY (NET)	56	30	20	28	4	24	10	10	36	22	14	12	8
	27.3	27.5	27.4	37.8	21.1	21.8	25.6	31.3	26.9	37.9	23.0	26.1	20.0
CANNOT SEE/FEEL/SMELL CIGAR BEFORE PURCHASE	46 22.4	26 23.9	15 20.5	21 28.4	3 15.8	22 20.0		9 28.1	29 21.6	18 31.0		9 19.6	7 17.5
CANNOT INSPECT FOR FRESHNESS BEFORE	7 3.4	4 3.7	3 4.1	5 6.8	1 5.3	1 0.9		- -	6 4.5				1 2.5

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BANNER 1
TABLE 53
Q40B : WHAT DO YOU NOT LIKE ABOUT USING MAIL ORDER?

		INC						MOKE C					
		<100,		SMOKI		Q. 2YR	2 or				A(GE 	
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5 	18-34	35-44	45-54	55+
BASE - total respondents who use mail order	205	109	73	74	19	110	39	32	134	58	61	46	40
POOR SHIPPING CONDITIONS/DAMAGED/ DRIED OUT IN SHIPPING	3 1.5	1 0.9	2 2.7	_	-	-	1 2.6	-	2 1.5	2 3.4		1 2.2	-
OTHER QUALITY COMMENTS	3 1.5		2 2.7		-	1 0.9		1 3.1	1 0.7	1.7			-
PRICE/VALUE (NET)	12	8	1	3	2	7	1	4	7	4	2	2	4
	5.9	7.3	1.4	4.1	10.5	6.4	2.6	12.5	5.2	6.9	3.3	4.3	10.0
MUST PAY POSTAGE AND HANDLING	9 4.4		1 1.4					3 9.4	5 3.7				3 7.5
OTHER PRICE/VALUE COMMENTS	3 1.5		- -	-	1 5.3			1 3.1	2 1.5				1 2.5
SERVICE (NET)	7	4	3	4	-	3	1	-	6	3	1	2	1
	3.4	3.7	4.1	5.4	-	2.7	2.6	-	4.5	5.2	1.6	4.3	2.5
DIFFICULT TO HANDLE PROBLEMS THROUGH MAIL ORDER	2.0					1 0.9		-	4 3.0				-
OTHER SERVICE COMMENTS	3 1.5					2 1.8		-	2 1.5			-	1 2.5
MISCELLANEOUS (NET)	8	5	3	2	-	6	5 1	1	6	1	. 4	2	1
William 1977	3.9	4.6	4.1	2.7	_	5.5	2.6	3.1	4.5	1.7	6.6	4.3	2.5
HAVE TO KNOW EXACTLY WHAT YOU WANT	2 1.0		2 2.7			0.9		-	2 1.5		1.6		- -
NOT LIKE CATALOG	2 1.0				- 	1.8		-	2 1.5		_		1 2.5
OTHER MISCELLANEOUS COMMENTS	4 2.0					_		1 3.1	2 1.5				-
DON'T KNOW	-		-		· -			-	-				-

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BANNER 1 TABLE 53

Q40B : WHAT DO YOU NOT LIKE ABOUT USING MAIL ORDER?

		INC(NG FRE	-		SMOKE (CIGARS		AC	3E	
	TOTAL		•	MORE	LESS		LESS	3-5	>5 	18-34	35-44	45-54	55+
BASE - total respondents who use mail order	205	109	73	74	19	110	39	32	134	58	61	46	40
NOTHING	63 30.7			14 18.9	_	40 36.4		5 15.6		4 6.9	18 29.5	20 43.5	21 52.5
TOTAL	226 110.2	121 111.0	79 108.2	88 118.9		119 108.2	44 112.8	37 115.6	145 108.2	66 113.8	65 106.6		45 112.5

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BANNER 1 TABLE 54

Q41 : HAVE YOU EVER PURCHASED CIGARS BECAUSE OF A SPECIAL PROMOTION?

		INC	OME				#YRS S	SMOKE (CIGARS				
				SMOKIN	IG FREÇ). 2YR					AC	3E	
		<100,	100,				2 or						
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
YES	157	84	59	57	16	82	24	34	99	40	57	34	26
	51.6	49.1	56.2	50.0	51.6	52.2	40.7	56.7	53.5	40.0	63.3	53.1	52.0
NO .	147	87	46	57	15	75	35	26	86	60	33	30	24
	48.4	50.9	43.8	50.0	48.4	47.8	59.3	43.3	46.5	60.0	36.7	46.9	48.0
TOTAL	304	171	105	114	31	157	59	60	185	100	90	64	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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BANNER 1 TABLE 55

Q42 : WHAT TYPE OF PROMOTION?

							#YRS S		IGARS		ΑG	E	
	TOTAL	<100, 000		MORE			2 or LESS	3-5	>5 - 	18-34 		45-54	55+
BASE - total respondents have purchased because of promotion	157	84	59	57	16	82	24	34	99	40	57	34	26
BUY A CIGAR, GET A CUTTER	9 5.7	6 7.1	2 3.4	5 8.8	1 6.3	3 3.7	2 8.3	2 5.9	5 5.1	3 7.5	2 3.5	2 5.9	2 7.7
BUY EIGHT, GET TWO FREE	16 10.2	11 13.1	3 5.1	6 10.5	2 12.5	8 9.8	3 12.5	4 11.8	9 9.1	5 12.5	4 7.0	3 8.8	4 15.4
SPECIAL SAMPLER PACKETS	32 20.4	19 22.6	11 18.6	9 15.8	7 43.8	16 19.5	5 20.8	5 14.7	22 22.2	6 15.0	12 21.1	9 26.5	5 19.2
SALE/DISCOUNT ON CIGARS	28 17.8	15 17.9	10 16.9	12 21.1	1 6.3	13 15.9	6 25.0	4 11.8	18 18.2	9 22.5	13 22.8	5 14.7	1 3.8
SALE/DISCOUNT ON BOX/ PACKAGE	14 8.9	5 6.0	7 11.9	4 7.0	1 6.3	9 11.0		3 8.8	9 9.1	3 7.5	4 7.0	5 14.7	2 7.7
12 CIGARS FOR \$10	7 4.5	2 2.4	4 6.8	3 5.3	1 6.3			4 11.8	3 3.0	2 5.0	3 5.3	2 5.9	
BUY THROUGH ADVERTISEMENT	4 2.5	2 2.4	1 1.7	1.8	- -	3 3.7		1 2.9	3 3.0	1 2.5		-	3 11.5
BUY BOXES,GET A BOX FREE	12 7.6	6 7.1	4 6.8	3 5.3	1 6.3			2 5.9	9 9.1	3 7.5	-	-	5 19.2
BUY CIGARS, GET CIGARS FREE	15 9.6	10 11.9	4 6.8	4 7.0	3 18.8			3 8.8	11 11.1				4 15.4
BUY CIGARS, GET A HUMIDOR FREE	2 1.3	1 1.2	1 1.7		1 6.3			-	2.0			-	3.8
MAIL-IN COUPON FOR FREE/DISCOUNTED CIGARS	4 2.5	1 1.2	3 5.1		-	3 3.7	_	2 5.9	1 1.0				1 3.8
OTHER	22 14.0	11 13.1	11 18.6		1 6.3			6 17.6	13 13.1				1 3.8
TOTAL	165 105.1	89 106.0	61 103.4		19 118.8			36 105.9	105 106.1			35 102.9	29 111.5

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BANNER 1 TABLE 56

Q43A : HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED IN THE PAST TWO YEARS?

		INC	OME				#YRS S	SMOKE (CIGARS				
				SMOKI	IG FREÇ	Q. 2YR					AC	3E	
		<100,	100,				2 or				·		
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
YES	95	52	38	58	8	29	35	21	39	40	38	13	4
	31.3	30.4	36.2	50.9	25.8	18.5	59.3	35.0	21.1	40.0	42.2	20.3	8.0
NO	209	119	67	56	23	128	24	39	146	60	52	51	46
·	68.8	69.6	63.8	49.1	74.2	81.5	40.7	65.0	78.9	60.0	57.8	79.7	92.0
TOTAL	304	171	105	114	31	157	59	60	185	100	90	64	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

BANNER 1
TABLE 57
Q43B : HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

		INCOME			NC PDP	O 237D		MOKE C			3.7	3B	
	TOTAL	<100,	100,		LESS		2 or LESS	3-5	>5			GE 45-54	55+
BASE - total respondents whose attitude toward cigar smoking has changed	95	52	38	58	8	29	35	21	39	40	38	13	4
POSITIVE (NET)	85	47	33	56	5	24	34	- 20	31	39	33	10	3
	89.5	90.4	86.8	96.6	62.5	82.8	97.1	95.2	79.5	97.5	86.8	76.9	75.0
TASTE/FLAVOR (SUB-	6	5	1	5	-	1	2	1	3	3	1	2	_
NET)	6.3	9.6	2.6	8.6	-	3.4	5.7	4.8	7.7	7.5	2.6	15.4	_
													
ACQUIRED TASTE/ MATURE TASTE	6 6.3	5 9.6	1 2.6			1 3.4		1 4.8	3 7.7				-
OTHER TASTE/FLAVOR COMMENTS	- -	-	-	-	<u>-</u>	-	- -	- -	-	-	-	-	-
QUALITY (SUB-NET)	11	7	4	9	1	1	3	3	5	4	6	1	-
	11.6	13.5	10.5	15.5	12.5	3.4	8.6	14.3	12.8	10.0	15.8	7.7	-
BUYING BETTER QUALITY CIGARS	11 11.6	7 13.5	4 10.5					3 14.3	5 12.8				-
OTHER QUALITY COMMENTS	-	-	-	-	-	-	-	- -	-	-	-	<u>-</u> -	-
VARIETY (SUB-NET)	1	1	-	-	-	1	-	-	1	-	1	-	-
	1.1	1.9	-	-	-	3.4		-	2.6	-	2.6	-	-
OTHER VARIETY COMMENTS	1 1.1	1 1.9	-	-	-	1 3.4		-	1 2.6		1 2.6		-
HEALTH (SUB-NET)	3	2	1	. 2	-	1	. 2	-	. 1	1	. 2	-	-
	3.2	3.8	2.6	3.4	-	3.4	5.7	-	2.6	2.5	5.3	-	-
OTHER HEALTH COMMENTS	3 3.2	2 3.8	1 2.6			1 3.4		-	1 2.6				- -
PRICE/VALUE (SUB-NET)	2	2	-	. 2	-	-	-	1	1	1	. 1	-	-
	2.1	3.8	-	3.4	-	-	-	4.8	2.6	2.5	2.6	-	-

SMOKING MORE 2 2 - 2 - - - 1 1 1 1 - -2.1 3.8 - 3.4 - - - 4.8 2.6 2.5 2.6 - -EXPENSIVE CIGARS

BANNER 1
TABLE 57
Q43B: HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

		INC(NG FRE	-		MOKE C			AC	SE	
	TOTAL			MORE			LESS	3-5	>5 			45-54	
BASE - total respondents whose attitude toward cigar smoking has changed	95	52	38	58	8	29	35	21	39	40	38	13	4
MISCELLANEOUS (SUB-	73	38	30	48	5	20	31	18	24	35	26	9	3
NET)	76.8	73.1	78.9	82.8	62.5	69.0	88.6	85.7	61.5	87.5	68.4	69.2	75.0
NEW SMOKER	9 9.5	5 9.6	2 5.3	5 8.6	1 12.5	3 10.3		2 9.5	-	4 10.0	2 5.3	3 23.1	- -
SMOKING MORE	11 11.6	6 11.5	4 10.5	10 17.2	- -	1 3.4		4 19.0	4 10.3	7 17.5	4 10.5	-	<u>-</u> -
MORE ENJOYABLE	17 17.9	8 15.4	8 21.1	11 19.0	-	6 20.7		7 33.3	6 15.4	5 12.5	10 26.3	1 7.7	1 25.0
MORE PLEASUREABLE	3 3.2	2 3.8	1 2.6		1 12.5	-	2 5.7	1 4.8	-	3 7.5	-	-	-
MORE ACCEPTABLE/ ACCEPTED IN PUBLIC	12 12.6	9 17.3	2 5.3			4 13.8		1 4.8	7 17.9	7 17.5	_	-	. 2 50.0
NOT CARE WHAT PUBLIC THINKS	5 5.3	2 3.8	3 7.9			1 3.4		1 4.8	3 7.7	2 5.0		· -	-
MORE KNOWLEDGE/ EDUCATION ABOUT CIGARS	16 16.8	_	7 18.4					-	6 15.4				-
новву	4 4.2					1 3.4		1 4.8	2 5.1	1 2.5		-	-
CONVERSATION ITEM	2 2.1	-	2 5.3			1 3.4			2 5.1		2 5.3	-	-
LIKE MORE (NS)	3 3.2	-	3 7.9		1 12.5			1 4.8	1 2.6			1 7.7	- -
RESPECT SMOKERS MORE/MORE PRO SMOKING	2 2.1	-	2 5.3	_		- -	1 2.9	1 4.8	-	1 2.5			-
OTHER MISCELLANEOUS COMMENTS	1 1.1			1 1.7		-	-	1 4.8	-	1 2.5		-	-

BANNER 1
TABLE 57
Q43B: HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

		INC		OMOVET	NG BDE	0.170		MOKE C			-		
		<100,	100,									3E 	
	TOTAL	000	000+	MORE	LESS	SAME		3-5	>5 	18-34	35-44	45-54	55+
BASE - total respondents whose attitude toward cigar smoking has changed	95	52	38	58	8	29	35	21	39	40	38	13	4
NEGATIVE (NET)	12	7	5	3	3	6	1	2	9	1	7	3	1
- Constitution of the Cons	12.6	13.5	13.2	5.2	37.5	20.7	2.9	9.5	23.1	2.5	18.4	23.1	25.0
HEALTH (SUB-NET)	4	3	1	1	1	2	-	1	3	-	3	-	1
	4.2	5.8	2.6	1.7	12.5	6.9	-	4.8	7.7	-	7.9	-	25.0
CONCERNED ABOUT HEALTH ISSUES	4 4.2	3 5.8	1 2.6					1 4.8	3 7.7		3 7.9	-	1 25.0
OTHER HEALTH COMMENTS	-	-	-	- -	-	-	-	-	-	-	-	-	- -
PRICE/VALUE (SUB-NET)	1	_	1	1	-	-	-	-	1	-	1	-	-
	1.1	-	2.6	1.7	-	-	-	-	2.6	-	2.6	-	-
OTHER PRICE/VALUE COMMENTS	1 1.1		1 2.6			-	-	-	1 2.6		1 2.6		- -
MISCELLANEOUS (SUB-	7	4	3	1	. 2	4	1	1	5	1	3	3	-
NET)	7.4	7.7	7.9	1.7	25.0	13.8	2.9	4.8	12.8	2.5	7.9	23.1	-
UNFAIR RESTAURANT REGULATIONS/ LIMITATIONS	2 2.1				1 12.5			-	2 5.1		-	2 15.4	- -
NOT SMOKE AROUND NON-SMOKERS/SMOKE LESS AROUND NON- SMOKERS	3 3.2				-	3 10.3		1 4.8	2 5.1		2 5.3		-
PUBLIC AGAINST SMOKING	1 1.1			-	-	1 3.4		-	1 2.6		1 2.6		-
OTHER MISCELLANEOUS COMMENTS	2 2.1						_	- -	1 2.6				-
DON'T KNOW	-	-	-	-	-	_	-	· -	-	-	-	-	-

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BANNER 1 TABLE 57

Q43B : HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

		INC	OME				#YRS S	SMOKE (CIGARS				
				SMOKIN	IG FRE	Q. 2YR					AC	3E	
		<100,	100,				2 or					 -	
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents whose attitude toward cigar smoking has changed	95	52	38	58	8	29	35	21	39	40	38	13	4
NOTHING	_	_	-	-	_	-	_	_	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	121	68	48	78	9	34	42	27	52	49	53	15	4
	127.4	130.8	126.3	134.5	112.5	117.2	120.0	128.6	133.3	122.5	139.5	115.4	100.0

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 58
Q44A : DO YOU FEEL THE PUBLIC'S ATTITUDE HAS CHANGED TOWARD CIGAR SMOKING IN THE PAST TWO YEARS?

		INC			NG FREQ			SMOKE (CIGARS		A	3E	
	TOTAL	<100, 000			LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total rspondents	304	171	105	114	31	157	59	60	185	100	90	64	50
YES	216 71.1	122 71.3	73 69.5	78 68.4		117 74.5	41 69.5		139 75.1	69 69.0	63 70.0	45 70.3	39 78.0
NO	88 28.9	49 28.7	32 30.5		12 38.7	40 25.5			46 24.9	31 31.0	27 30.0	19 29.7	11 22.0
TOTAL	304 100.0	171 100.0	105 100.0	114 100.0	31 100.0	157 100.0		60 100.0	185 100.0	100 100.0	90 100.0	64 100.0	50 100.0

BANNER 1
TABLE 59
Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

		INC		SMOKIN	NG FRE). 2YR	#YRS S	MOKE C			A	GE	
	TOTAL	<100, 000	100,				2 or	3-5	>5	18-34		45-54	55+
BASE - total respondents who say public's attitude has changed	216	122	73	78	19	117	41	36	139	69	63	45	39
POSITIVE (NET)	94	51	34	51	4	39	28	25	41	45	28	17	4
	43.5	41.8	46.6	65.4	21.1	33.3	68.3	69.4	29.5	65.2	44.4	37.8	10.3
HEALTH (SUB-NET)	1	1	-	-	-	1	1	-	-	1	-	-	-
	0.5	0.8	-	-	-	0.9	2.4	~	-	1.4	-	-	-
NOT A HEALTH RISK/ NOT UNHEALTHY	1 0.5	1 0.8	-	-	-	1 0.9	1 2.4	<u>-</u> -	<u>-</u>	1 1.4	-	-	-
OTHER HEALTH COMMENTS	-	-	-	-	-	-	-	-	- -	-	- -	-	-
MISCELLANEOUS (SUB-	94	51	34	51	4	39	28	25	41	45	28	17	4
NET)	43.5	41.8	46.6	65.4	21.1	33.3	68.3	69.4	29.5	65.2	44.4	37.8	10.3
PUBLIC ACCEPTING/ POSITIVE VIEW OF CIGAR SMOKING	35 16.2	24 19.7	10 13.7		1 5.3		12 29.3	12 33.3	11 7.9	20 29.0		7 15.6	2 5.1
MORE ACCEPTABLE THAN CIGARETTES	3 1.4	1 0.8			-	1 0.9		- -	1 0.7	1 1.4		-	-
ACCEPTABLE WITH FAMOUS PEOPLE SMOKING CIGARS	6 2.8	3 2.5			-	4 3.4		2 5.6	3 2.2	2 2.9		2 4.4	-
CIGARS MORE POPULAR	39 18.1	19 15.6			3 15.8	9 7.7		8 22.2	17 12.2			1 2.2	-
MORE POPULAR WITH WOMEN	5 2.3	3 2.5			1 5.3			1 2.8	4 2.9	2 2.9		1 2.2	1 2.6
MORE POPULAR WITH YOUNG PEOPLE	7 3.2	4 3.3			-	4 3.4		3 8.3	3 2.2	3 4.3		3 6.7	1 2.6
PUBLIC MORE AWARE OF CIGAR SMOKING	7 3.2	4 3.3	_		- -	4 3.4		3 8.3	3 2.2			2 4.4	-

STATUS/POWER/MONEY 8 3 4 3 1 4 3 1 4 2 2 3 1 SYMBOL 3.7 2.5 5.5 3.8 5.3 3.4 7.3 2.8 2.9 2.9 3.2 6.7 2.6

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CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1
TABLE 59
Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

	INCOME			CMOVIN	TC PDF	מער ר		MOKE C			AC	יסי	
	TOTAL	<100,	100,				2 or	3-5			35-44	- -	55+
BASE - total respondents who say public's attitude has changed	216	122	73	78	19	117	41	36	139	69	63	45	39
MORE POPULAR WITH UPPER CLASS/YUPPIES	2 0.9	1 0.8	1 1.4	2 2.6	-	-	1 2.4	1 2.8	-	2 2.9		-	-
MORE ACCEPTABLE AT RESTAURANTS	2 0.9	1 0.8	1 1.4	1 1.3	-	1 0.9		-	1 0.7	1 1.4		1 2.2	- -
SMOKE BETTER QUALITY CIGARS	2 0.9	2 1.6	-	2 2.6	- -	-	1 2.4	1 2.8	-	1 1.4		1 2.2	-
CIGARS MORE POPULAR SMOKERS	2 0.9	2 1.6	-	1 1.3	- -	1 0.9		-	1 0.7		2 3.2	-	-
MORE PLACES ACCEPTING OF CIGAR SMOKING	0.5	1 0.8	-	1 1.3	-	-	-	2.8	-	1 1.4		-	-
OTHER MISCELLANEOUS COMMENTS	5 2.3	4 3.3	1 1.4	-	-	2 1.7		1 2.8	3 2.2				-
NEGATIVE (NET)	119	71	36	30	16	72	12	13	94	25	34	28	32
. 8676-96-	55.1	58.2	49.3	38.5	84.2	61.5	29.3	36.1	67.6	36.2	54.0	62.2	82.1
HEALTH (SUB-NET)	17	10	5	5	1	11	. 1	4	12	5	4	4	4
	7.9	8.2	6.8	6.4	5.3	9.4	2.4	11.1	8.6	7.2	6.3	8.9	10.3
BAD FOR HEALTH	12 5.6							2 5.6	6.5				4 10.3
SECOND HAND SMOKE VIEWED AS HEALTH RISK	5 2.3					_		2 5.6	2.2				-
OTHER HEALTH COMMENTS	-	-	-	<u>-</u>	· -	-	- -	-	-	- -	. <u>-</u>	-	-
MISCELLANEOUS (SUB-	109	64	33	26	15	67	11	10	88	21	. 33	26	29
NET)	50.5	52.5	45.2	33.3	78.9	57.3	26.8	27.8	63.3	30.4	52.4	57.8	74.4

 PUBLIC LESS TOLERANT
 48
 31
 14
 11
 8
 28
 7
 4
 37
 8
 19
 11
 10

 OF SMOKING
 22.2
 25.4
 19.2
 14.1
 42.1
 23.9
 17.1
 11.1
 26.6
 11.6
 30.2
 24.4
 25.6

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BANNER 1 TABLE 59

Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

		INC						MOKE C						
			<100,			NG FRE						A. 	GE 	
	TOTAL		•		LESS			3-5	>5 	18-34	35-44	45-54	55+	
BASE - total respondents who say public's attitude has changed	216	122	73	78	19	117	41	36	139	69	63	45	39	
PUBLIC LESS TOLERANT OF CIGAR SMOKING	29 13.4		11 15.1					1 2.8	26 18.7		8 12.7	6 13.3	10 25.6	
SMOKING RESTRICTED/ HAVE TO GO OUTSIDE	31 14.4		8 11.0					4 11.1	24 17.3			9 20.0	8 20.5	
PLACES ALLOW CIGARETTES NOT CIGARS	4 1.9		2 2.7		-	4 3.4		-	4 2.9		1 1.6		2.6	
PUBLIC NOT LIKE SMELL	11 5.1					-		1 2.8	10 7.2				6 15.4	
OUTCASTS/SECOND CLASS CITIZENS SMOKE CIGARS	3 1.4					2 1.7		-	3 2.2				· -	
SMOKE WHEN AND WHERE I WANT TO	3 1.4			<u> </u>	- -	2.6		-	3 2.2		-	2 4.4	1 2.6	
NEGATIVE ADVERTISING/MEDIA IMAGE	1 0.5	_		-	5.3		. <u>-</u>	2.8	. -	- -	1 1.6		-	
OTHER MISCELLANEOUS COMMENTS	2 0.9				· -	1.7		1 2.8	0.7		3.2		- -	
NEUTRAL (NET)	3	. 1	. 2	: -	-	. 3	3 1	-	2	: 2	: -	-	1	
	1.4	. 0.8	2.7	, -		2.6	5 2.4	-	1.4	2.9) -	-	2.6	
SOME ACCEPT/SOME DON'T	3 1.4				. <u>-</u>	2.6		-	1.4	_		. <u>.</u>	1 2.6	
OTHER NEUTRAL COMMENTS	-	- -	-	. <u>-</u>	 	 	- 	-	-	 	· -	- -	.	
DON'T KNOW	-							. -	-				-	

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BANNER 1 TABLE 59

Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

		INC	OME				#YRS S	SMOKE (CIGARS						
				SMOKIN	IG FRE	Q. 2YR				AGE					
		<100,	<100, 100,					2 or							
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+		
BASE - total respondents who say public's attitude has changed	216	122	73	78	19	117	41	36	139	69	63	45	39		
NOTHING	1	-	1 1.4		_	1 0.9	-	-	0.7	-		-	-		
TOTAL	278	161	87	101	24	151	54	50	174	94			46		
	128.7	132.0	119.2	129.5	126.3	129.1	131.7	138.9	125.2	136.2	127.0	128.9	117.9		

BANNER 1
TABLE 60
Q45 : HOW HAS THIS AFFECTED YOUR SMOKING HABITS?

		INC		CMORT	ac epe	0 2370		MOKE C						
						Q. ZIR	2 or			AGE				
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+	
BASE - total respondents who say public's attitude has changed	216	122	73	78	19	117	41	36	139	69	63	45	39	
NO EFFECT	122 56.5	65 53.3	42 57.5		10 52.6			21 58.3	77 55.4	40 58.0	37 58.7	19 42.2	26 66.7	
SMOKING MORE	11 5.1	6 4.9	4 5.5	9 11.5	- -	2 1.7		3 8.3	5 3.6	7 10.1	1 1.6	3 6.7	-	
STARTED SMOKING/ STARTED SMOKING AGAIN	2 0.9	2 1.6	-	1 1.3	1 5.3		2 4.9	- -	-	1 1.4	- -	2.2	-	
SMOKING LESS	5 2.3	4 3.3	1 1.4		2 10.5			-	4 2.9		2 3.2	2.2	1 2.6	
NOT SMOKE IN PUBLIC/ SMOKE LESS IN PUBLIC	16 7.4	11 9.0			3 15.8			3 8.3	11 7.9	_	3 4.8	7 15.6	2 5.1	
MORE APT TO SMOKE IN PUBLIC/LESS INHIBITED	9 4.2	5 4.1			- -	2 1.7		4 11.1	4 2.9		1 1.6	1 2.2	<u>-</u> -	
LIMITS/RESTRICTS PLACES I CAN SMOKE	11 5.1				1 5.3			1 2.8	9 6.5		4 6.3		2 5.1	
ONLY GO TO RESTAURANTS TAHT ALLOW CIGAR SMOKING	6 2.8	3 2.5				4 3.4		1 2.8	4 2.9				1 2.6	
CANNOT SMOKE AT WORK/ NO SMOKING RULE	3 1.4					1.7		-	3 2.2		-	2 4.4	1 2.6	
CONSIDERATE TOWARDS OTHERS/NON-SMOKERS	7 3.2					3.4		-	6 4.3		_		1 2.6	
ONLY SMOKE OUTSIDE	11 5.1							1 2.8	10 7.2				1 2.6	
ONLY SMOKE AT HOME	8 3.7							2 5.6	5 3.6				2 5.1	
ONLY SMOKE IN CAR	4 1.9							-	3 2.2			_	1 2.6	

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BANNER 1 TABLE 60

Q45 : HOW HAS THIS AFFECTED YOUR SMOKING HABITS?

		INC						SMOKE C	IGARS					
			100,	SMOKIN			2 or				ΑC	3E 		
	TOTAL			MORE				3-5	>5	18-34	35-44	45-54	55+	
BASE - total respondents who say public's attitude has changed	216	122	73	78	19	117	41	36	139	69	63	45	39	
SMOKE MORE EXPENSIVE/ HIGHER QUALITY CIGARS		2 1.6	1 1.4	1 1.3	-	2 1.7	-	1 2.8	2 1.4	1 1.4	1 1.6	1 2.2	-	
GET TOGETHER WITH OTHER CIGAR SMOKERS	3 1.4	2 1.6	1 1.4	3 3.8	- -	-	1 2.4	1 2.8	1 0.7	2 2.9	1 1.6	-	-	
OTHER COMMENTS	- -	-	-	-	-	-	-	-	-	-	- -	-	-	
DON'T KNOW	1 0.5	-	1 1.4	1 1.3	-	<u>.</u> -	-	<u>-</u> -	1 0.7	. .	1 1.6	- -	-	
NOTHING	-	-	-	-	-	-		, -	-	-	- -	-	-	
TOTAL	222 102.8	124 101.6	78 106.8	83 106.4	20 105.3		39 95.1	38 105.6	145 104.3			53 117.8	38 97.4	

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1 TABLE 61A

Q46 : HEALTH RISK RATING - SUMMARY OF TOP 2 BOX

	INCOME							MOKE C		AGE				
							2 or							
	TOTAL	•	•		LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+	
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50	
ALCOHOL CONSUMPTION	37	20	15	11	6	20	6	5	26	8	13	11	5	
	12.2	11.7	14.3				10.2		14.1			17.2	10.0	
CIGAR SMOKING	. 6	4	2	1	_	5	1	2	3	2	2	1	1	
	2.0	2.3	1.9	0.9	-	3.2	1.7	3.3	3 1.6	2.0	2.2	1.6	2.0	
CIGARETTE SMOKING	178	94	66	70	20	87	34	33	111	52	62	40	24	
	58.6	55.0	62.9	61.4	64.5	55.4	57.6	55.0	60.0	52.0	68.9	62.5	48.0	
FAT IN DIET	67	33	30	24	10	33	8	9	50	14	22	19	12	
	22.0	19.3	28.6	21.1	32.3	21.0	13.6	15.0	27.0	14.0	24.4	29.7	24.0	
SECOND HAND SMOKE	13	7		4	3	6	2 3.4	3	8	4	5	2	2	
	4.3	4.1	4.8	3.5	3 9.7	6 3.8	3.4	5.0	4.3	4.0	5.6	3.1	4.0	
SUN EXPOSURE	30	15	12					4	24	5	9	10	6	
	9.9	8.8	11.4	6.1	16.1	11.5	3.4	6.7	13.0	5.0	10.0	15.6	12.0	

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 1 TABLE 61B

Q46 : HEALTH RISK RATING - SUMMARY OF BOTTOM 2 BOX

		INCOME						MOKE C		AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS		2 or LESS	3-5	>5	18-34	35-44	45-54 	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
ALCOHOL CONSUMPTION	27 8.9	13 7.6	13 12.4				7 11.9	3 5.0	17 9.2		10 11.1		6 12.0
CIGAR SMOKING	110 36.2	59 34.5						19 31.7	68 36.8				
CIGARETTE SMOKING	12 3.9	4 2.3		-	1 3.2	11 7.0	-	1 1.7	11 5.9		2 2.2		7 14.0
FAT IN DIET	20 6.6	8 4.7			3 9.7			4 6.7				5 7.8	6 12.0
SECOND HAND SMOKE	133 43.8	76 44.4							87 47.0				27 54.0
SUN EXPOSURE	52 17.1								26 14.1			7 10.9	9 18.0

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BANNER 1 TABLE 61C

Q46 : HEALTH RISK RATING - SUMMARY OF MEANS

							SMOKE C	GARS		2.0	3E		
		<100,	100,			2. ZIK	2 or						
	TOTAL	000	000+	MORE	LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
ALCOHOL CONSUMPTION	5.6	5.6	5.5	5.6	5.9	5.6	5.4	5.8	5.6	5.7	5.6	5.9	5.3
CIGAR SMOKING	3.6	3.6	3.5	3.5	3.5	3.7	3.4	3.8	3.6	3.7	3.6	3.4	3.7
CIGARETTE SMOKING	8.3	8.2	8.4	8.7	8.4	8.1	8.6	8.4	8.2	8.3	8.8	8.5	7.2
FAT IN DIET	6.8	6.8	6.9	7.1	7.2	6.5	6.6	6.8	6.8	6.7	7.0	7.0	6.3
SECOND HAND SMOKE	3.7	3.8	3.7	3.8	4.2	3.6	3.9	3.8	3.7	4.0	3.8	3.7	3.3
SUN EXPOSURE	5.1	5.0	5.2	4.9	5.5	5.3	4.5	4.7	5.5	4.6	5.3	5.6	5.4

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BANNER 1 TABLE 61D

Q46 : HEALTH RISK RATING FOR ALCOHOL CONSUMPTION

		INCC		SMOKIN	-	-		MOKE C			AC		
	TOTAL			MORE		SAME	-	3-5	>5 		35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	37	20	15	11	6	20	6	5	26	8	13	11	5
	12.2	11.7	14.3	9.6	19.4	12.7	10.2	8.3	14.1	8.0	14.4	17.2	10.0
(10) TEN (EXTREME HEALTH RISK)	29 9.5	14 8.2	13 12.4	8 7.0	5 16.1	16 10.2	4 6.8	4 6.7	21 11.4	5 5.0	10 11.1	11 17.2	3 6.0
(9) NINE	8 2.6	6 3.5	2 1.9	3 2.6	1 3.2	4 2.5	2 3.4	1 1.7	5 2.7	3 3.0	3 3.3	-	2 4.0
(8) EIGHT	34 11.2	20 11.7	8 7.6	9 7.9	4 12.9	21 13.4		8 13.3	20 10.8	11 11.0	9 10.0	6 9.4	8 16.0
(7) SEVEN	27 8.9	16 9.4	9 8.6		3 9.7	13 8.3		9 15.0	12 6.5	16 16.0	6 6.7		1 2.0
(6) SIX	26 8.6	13 7.6	9 8.6		-	12 7.6		6 10.0	14 7.6	12 12.0	8 8.9		2 4.0
(5) FIVE	95 31.3	50 29.2	35 33.3		9 29.0	_		17 28.3	60 32.4	28 28.0	27 30.0		18 36.0
(4) FOUR	28 9.2	21 12.3	6 5.7		1 3.2			6 10.0	17 9.2	11 11.0			1 2.0
(3) THREE	23 7.6	14 8.2	8 7.6		7 22.6			5 8.3	14 7.6	7.0	-		7 14.0
BOTTOM TWO BOX	27	13	13	7	1	18	7	3	17	6	10	5	6
- ATT-LATELIES.	8.9	7.6	12.4	6.1	3.2	11.5	11.9	5.0	9.2	6.0	11.1	7.8	12.0
(2) TWO	9 3.0		5 4.8		-			2 3.3	2.2	3.0			2.0
(1) ONE (NO HEALTH RISK)	18 5.9				1 3.2			1 1.7	13 7.0				5 10.0
DON'T KNOW	7 2.3				-			1 1.7	5 2.7				2 4.0
TOTAL	304 100.0			114	31 100.0			60 100.0	185 100.0				50 100.0

5.3

5.6

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BANNER 1 TABLE 61D

Q46 : HEALTH RISK RATING FOR ALCOHOL CONSUMPTION

		INC			NG FRE	-		MOKE C			A	GE	
	TOTAL	<100, . 000			LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
Std.Dev Std.Err	2.37 0.14			2.08			2.36		2.47		2.55	2.48 0.31	2.52 0.36

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BANNER 1 TABLE 61E

Q46 : HEALTH RISK RATING FOR CIGAR SMOKING

		INCO		SMOKIN	IC FREC	1 2VP	#YRS S	MOKE C			AG	er.	
	TOTAL	<100,	100,			SAME	2 or	3-5			35-44		 55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	6	4	2	1	-	5	1	2	3	2	2	1	1
	2.0	2.3	1.9	0.9	-	3.2	1.7	3.3	1.6	2.0	2.2	1.6	2.0
(10) TEN (EXTREME HEALTH RISK)	6 2.0	4 2.3	2 1.9	1 0.9	-	5 3.2	1 1.7	2 3.3	3 1.6	2 2.0	2 2.2	1 1.6	1 2.0
(9) NINE	-	<u> </u>	-	-	-	- -	-		-	<u>-</u>	-	-	-
(8) EIGHT	13 4.3	7 4.1	3 2.9	3 2.6	2 6.5	8 5.1	3.4	-	11 5.9	3 3.0	3 3.3	3 4.7	4 8.0
(7) SEVEN	12 3.9	5 2.9	7 6.7	4 3.5	1 3.2	7 4.5	2 3.4	3 5.0	7 3.8	5 5.0	2 2.2	2 3.1	3 6.0
(6) SIX	12 3.9	8 4.7	3 2.9	6 5.3	2 6.5	4 2.5	2 3.4	5 8.3	5 2.7	8 8.0	1 1.1	2 3.1	2.0
(5) FIVE	63 20.7	34 19.9	20 19.0	26 22.8	6 19.4	31 19.7	9 15.3	15 25.0	39 21.1	18 18.0	24 26.7	12 18.8	9 18.0
(4) FOUR	32 10.5	23 13.5	9 8.6	9 7.9	3 9.7	20 12.7	4 6.8	4 6.7	24 13.0	10 10.0	12 13.3	5 7.8	5 10.0
(3) THREE	54 17.8	30 17.5	19 18.1	26 22.8	5 16.1	23 14.6	16 27.1	11 18.3	27 14.6	22 22.0	16 17.8	9 14.1	7 14.0
BOTTOM TWO BOX	110	59	41	38	12	58	23	19	68	32	29	29	20
	36.2	34.5	39.0	33.3	38.7	36.9	39.0	31.7	36.8	32.0	32.2	45.3	40.0
(2) TWO	55 18.1		20 19.0		6 19.4		14 23.7	12 20.0	29 15.7	19 19.0		16 25.0	8 16.0
(1) ONE (NO HEALTH RISK)	55 18.1		21 20.0				_		39 21.1	13 13.0		_	12 24.0
DON'T KNOW	2 0.7		1 1.0			1 0.6		1 1.7	1 0.5		1.1		-
LATOT	304 100.0		105 100.0						185 100.0		90 100.0		50 100.0

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BANNER 1 TABLE 61E

Q46 : HEALTH RISK RATING FOR CIGAR SMOKING

		INCO		SMOKI	NG FRE	Q. 2YR	#YRS S	MOKE C			A	GE	
	TOTAL	<100, 000	,		LESS	SAME		3-5	>5	18-34	35-44	45-54 	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
Std.Dev Std.Err	2.13 0.12		2.15 0.21				2.00				2.05	2.15 0.27	

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BANNER 1 TABLE 61F

Q46 : HEALTH RISK RATING FOR CIGARETTE SMOKING

		INCC		SMOKIN	G FRE). 2YR		MOKE C			AG	E	
	TOTAL	<100, 000		MORE				3-5	>5		35-44		55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	178	94	66	70	20	87	34	33	111	52	62	40	24
	58.6	55.0	62.9	61.4	64.5	55.4	57.6	55.0	60.0	52.0	68.9	62.5	48.0
(10) TEN (EXTREME HEALTH RISK)	134 44.1	65 38.0	55 52.4	51 44.7	17 54.8	65 41.4	24 40.7	23 38.3	87 4 7.0	37 37.0	49 54.4	30 46.9	18 36.0
(9) NINE	44 14.5	29 17.0	11 10.5	19 16.7	3 9.7	22 14.0	10 16.9	10 16.7	24 13.0	15 15.0	13 14.4	10 15.6	6 12.0
(8) EIGHT	53 17.4	31 18.1	15 14.3	21 18.4	3 9.7	29 18.5	14 23.7	14 23.3	25 13.5	23 23.0	13 14.4	13 20.3	4 8.0
(7) SEVEN	19 6.3	11 6.4	8 7.6	9 7.9	2 6.5	8 5.1	5 8.5	5 8.3	9 4.9	10 10.0	7 7.8	1 1.6	1 2.0
(6) SIX	13 4.3	10 5.8	3 2.9		- -	5 3.2		2 3.3	8 4.3	6 6.0		2 3.1	4 8.0
(5) FIVE	15 4.9	12 7.0	1.0		5 16.1	8 5.1		1 1.7	14 7.6	2.0		5 7.8	5 10.0
(4) FOUR	9 3.0	4 2.3	5 4.8		- -	7 4.5		2 3.3	5 2.7	4 4.0		1 1.6	3 6.0
(3) THREE	2 0.7	2 1.2	 -	_	-	-		1 1.7	- -	2.0		- -	-
BOTTOM TWO BOX	12	4	7	-	1	11	-	1	11	1	2	2	7
	3.9	2.3	6.7	-	3.2	7.0	-	1.7	5.9	1.0	2.2	3.1	14.0
(2) TWO	4 1.3	1 0.6			-	4 2.5		-	4 2.2	-	-	1 1.6	3 6.0
(1) ONE (NO HEALTH RISK)	8 2.6	3 1.8	5 4.8		1 3.2			1 1.7	7 3.8	1 1.0			4 8.0
DON'T KNOW	3 1.0	3 1.8	-	_	-	2 1.3		1 1.7	2 1.1	-	_		2 4.0
TOTAL	304 100.0			114	31 100.0			60 100.0	185 100.0				50 100.0

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BANNER 1 TABLE 61F

Q46 : HEALTH RISK RATING FOR CIGARETTE SMOKING

		INCO			NG FRE	~		MOKE C			A	GE	
	TOTAL	000			LESS	SAME	LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
Std.Dev Std.Err	2.23						1.66				1.84		3.12 0.45

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BANNER 1 TABLE 61G

Q46 : HEALTH RISK RATING FOR FAT IN THE DIET

		INCO		SMOKIN	IG FRE(Q. 2YR	#YRS S	MOKE C			AC	}E	
	TOTAL		,	MORE				3-5	>5		35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	67	33	30	24	10	33	8	9	50	14	22	19	12
	22.0	19.3	28.6	21.1	32.3	21.0	13.6	15.0	27.0	14.0	24.4	29.7	24.0
(10) TEN (EXTREME HEALTH RISK)	44 14.5	21 12.3	21 20.0	16 14.0	6 19.4	22 14.0	5 8.5	5 8.3	34 18.4	7 7.0	15 16.7	13 20.3	9 18.0
(9) NINE	23 7.6	12 7.0	9 8.6	8 7.0	4 12.9	11 7.0	3 5.1	4 6.7	16 8.6	7 7.0	7 7.8	6 9.4	3 6.0
(8) BIGHT	65 21.4	40 23.4	18 17.1	29 25.4	8 25.8	28 17.8	14 23.7	19 31.7	32 17.3	28 28.0	18 20.0	11 17.2	8 16.0
(7) SEVEN	45 14.8	25 14.6	14 13.3	20 17.5	4 12.9			10 16.7	24 13.0	13 13.0	17 18.9	10 15.6	5 10.0
(6) SIX	35 11.5	20 11.7	14 13.3	15 13.2	3 9.7			7 11.7	17 9.2	16 16.0	9 10.0	7 10.9	3 6.0
(5) FIVE	44 14.5	27 15.8			2 6.5			8 13.3	29 15.7	18 18.0	12 13.3	6 9.4	8 16.0
(4) FOUR	14 4.6	10 5.8		4 3.5	-			2 3.3	10 5.4	5 5.0	2 2.2	4 6.3	3 6.0
(3) THREE	9 3.0	2.9	-		1 3.2			-	7 3.8	2.0	_		3 6.0
BOTTOM TWO BOX	20	. 8	7	3	3	13	4	4	12	4	5	5	6
	6.6	4.7	6.7	2.6	9.7	8.3	6.8	6.7	6.5	4.0	5.6	7.8	12.0
(2) TWO	8 2.6							2 3.3	3 1.6				1 2.0
(1) ONE (NO HEALTH RISK)	12 3.9				6.5		_	2 3.3	9 4.9				5 10.0
DON'T KNOW	5 1.6					-		1 1.7	4 2.2		2.2		2 4.0
TOTAL	304 100.0						59 100.0	60 100.0	185 100.0				50 100.0

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BANNER 1 TABLE 61G

Q46 : HEALTH RISK RATING FOR FAT IN THE DIET

		INCO				~	#YRS S				A	GE	
	TOTAL	<100, 000	,		LESS	SAME		3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
Std.Dev Std.Err	2.35 0.14		2.48 0.24			2.50 0.20	2.12 0.28	2.11 0.27	2.50 0.19		2.30	-	2.89 0.42

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BANNER 1 TABLE 61H

Q46 : HEALTH RISK RATING FOR SECOND HAND SMOKE

							#YRS S				AG		
	TOTAL	<100, 000	000+	MORE		SAME	-					45-54	
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	13	7	5	4	3	6	2	3	8	4	5	2	2
	4.3	4.1	4.8	3.5	9.7	3.8	3.4	5.0	4.3	4.0	5.6	3.1	4.0
(10) TEN (EXTREME HEALTH RISK)	10 3.3	5 2.9	5 4.8	3 2.6	1 3.2	6 3.8	-	3 5.0	7 3.8	2 2.0	5 5.6	2 3.1	1 2.0
(9) NINE	3 1.0	2 1.2	-	1 0.9	2 6.5	-	2 3.4	- -	1 0.5	2 2.0	- -	- -	1 2.0
(8) EIGHT	20 6.6	17 9.9	3 2.9	8 7.0	2 6.5	10 6.4	3 5.1	4 6.7	13 7.0	9 9.0	6 6.7	3 4.7	2 4.0
(7) SEVEN	24 7.9	11 6.4	12 11.4	14 12.3	2 6.5		7 11.9	6 10.0	11 5.9	9 9.0		6 9.4	2 4.0
(6) SIX	24 7.9	10 5.8	6 5.7	6 5.3	4 12.9	14 8.9	4 6.8	2 3.3	18 9.7	6 6.0	_		5 10.0
(5) FIVE	36 11.8	19 11.1	14 13.3	13 11.4	1 3.2		_	7 11.7	21 11.4	16 16.0	_	_	6 12.0
(4) FOUR	17 5.6	10 5.8	6 5.7	4 3.5	4 12.9			5 8.3	11 5.9			5 7.8	2 4.0
(3) THREE	36 11.8	20 11.7	12 11.4	16 14.0	4 12.9			7 11.7	16 8.6				4 8.0
BOTTOM TWO BOX	133	76	47	48	11	72	21	25	87	41	36	29	27
	43.8	44.4	44.8	42.1	35.5	45.9	35.6	41.7	47.0	41.0	40.0	45.3	54.0
(2) TWO	45 14.8	26 15.2	18 17.1		3 9.7			6 10.0	28 15.1				9 18.0
(1) ONE (NO HEALTH RISK)	88 28.9		29 27.6		8 25.8			19 31.7	59 31.9				18 36.0
DON'T KNOW	0.3				-			1 1.7	-	-	1.1		- -
TOTAL	304 100.0				31 100.0		59 100.0		185 100.0				

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BANNER 1 TABLE 61H

Q46 : HEALTH RISK RATING FOR SECOND HAND SMOKE

						-	#YRS S				AC	3E	
	TOTAL	<100, 000	100, 000+		LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
Std.Dev Std.Err	2.63 0.15						2.39 0.31						

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BANNER 1 TABLE 61I

Q46 : HEALTH RISK RATING FOR SUN EXPOSURE

		INCO		SMOKIN	IG FREÇ). 2YR	#YRS S	MOKE C			AG	ξE	
	TOTAL	<100, 000		MORE				3-5	>5		35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
TOP TWO BOX	30	15	12	7	5	18	2	4	24	5	9	10	6
	9.9	8.8	11.4	6.1	16.1	11.5	3.4	6.7	13.0	5.0	10.0	15.6	12.0
(10) TEN (EXTREME HEALTH RISK)	20 6.6	9 5.3	9 8.6	4 3.5	4 12.9	12 7.6	1 1.7	3 5.0	16 8.6	1 1.0	7 7.8	8 12.5	4 8.0
(9) NINE	10 3.3	6 3.5	3 2.9	3 2.6	1 3.2	б 3.8	1 1.7	1.7	8 4.3	4 4.0	2 2.2	2 3.1	2 4.0
(8) EIGHT	28 9.2	13 7.6	13 12.4	11 9.6	3 9.7	13 8.3	4 6.8	3 5.0	21 11.4	6 6.0	8 8.9	7 10.9	7 14.0
(7) SEVEN	35 11.5	17 9.9	11 10.5	14 12.3	2 6.5	19 12.1	7 11.9	5 8.3	23 12.4	11 11.0	9 10.0	7 10.9	8 16.0
(6) SIX	25 8.2	14 8.2	8 7.6	10 8.8	4 12.9	11 7.0		6 10.0	12 6.5	10 10.0	8 8.9	5 7.8	2 4.0
(5) FIVE	68 22.4	43 25.1	20 19.0	22 19.3	6 19.4	40 25.5	9 15.3	15 25.0	44 23.8	23 23.0	24 26.7	12 18.8	9 18.0
(4) FOUR	31 10.2	18 10.5	10 9.5	14 12.3	2 6.5	15 9.6	7 11.9	8 13.3	16 8.6	10 10.0	11 12.2	6 9.4	4 8.0
(3) THREE	32 10.5	21 12.3	10 9.5	14 12.3	5 16.1		8 13.6	7 11.7	17 9.2	13 13.0	5 5.6		4 8.0
BOTTOM TWO BOX	52	28	20	21	4	26	15	11	26	22	14	7	9
	17.1	16.4	19.0	18.4	12.9	16.6	25.4	18.3	14.1	22.0	15.6	10.9	18.0
(2) TWO	28 9.2	18 10.5	9 8.6		2 6.5			4 6.7	13 7.0	14 14.0	8 8.9	3 4.7	3 6.0
(1) ONE (NO HEALTH RISK)	24 7.9		11 10.5	_	2 6.5		_	7 11.7	13 7.0	8 8.0		_	6 12.0
DON'T KNOW	3 1.0				-	_		1 1.7	2 1.1				2.0
TOTAL	304 100.0				31 100.0		59 100.0	60 100.0	185 100.0				

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BANNER 1 TABLE 611

Q46 : HEALTH RISK RATING FOR SUN EXPOSURE

		INC	OME	SMOKI	NG FRE	Q. 2YR	#YRS S	MOKE C			A	GE	
	TOTAL	<100, 000	•	MORE	LESS	SAME		3-5	>5	18-34	35-44	45-54 	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
Std.Dev Std.Err	2.49 0.14		2.69 0.26	2.37		2.53 0.20					2.43 0.26	2.65 0.33	2.75 0.39

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BANNER 1 TABLE 62

Q47 : DO YOU OWN A HUMIDOR IN YOUR HOME?

		INC			IG FREÇ	•		MOKE C	GARS		AC	3E	
	TOTAL	<100, 000			LESS		2 or LESS	3-5	>5 	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
YES	179 58.9	90 52.6	72 68.6						118 63.8	51 51.0	55 61.1	37 57.8	36 72.0
NO	125 41.1	81 47.4	33 31.4						67 36.2				14 28.0
TOTAL	304 100.0	171 100.0	105 100.0	114 100.0	31 100.0	157 100.0		60 100.0	185 100.0	100 100.0	90 100.0	64 100.0	50 100.0

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BANNER 1 TABLE 63 Q48 : AGE

		INC					#YRS S		IGARS				
		<100		SMOKIN							A(3E 	
	TOTAL	•	•	MORE				3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
18 - 24	9		3	6	2	1	4	4	1	9	-	_	-
	3.0	3.5	2.9	5.3	6.5	0.6	6.8	6.7	0.5	9.0	-	-	-
25 - 34	91	60	25	54	10	26	32	28	31	91	-	-	-
	29.9	35.1	23.8	47.4	32.3	16.6	54.2	46.7	16.8	91.0	-	-	-
35 - 44	90	54	31	36	7	46	18	19	53	-	90	-	_
	29.6	31.6	29.5	31.6	22.6	29.3	30.5	31.7	28.6	-	100.0	-	-
45 - 54	64	23	33	13	6	45	4	7	53	-	-	64	_
	21.1	13.5	31.4	11.4	19.4	28.7	6.8	11.7	28.6	-	-	100.0	-
55 - 64	25	11	9	3	3	19	1	1	23	-	_	_	25
	8.2	6.4	8.6	2.6	9.7	12.1	1.7	1.7	12.4	-	-	-	50.0
65 - over	25	17	4			20		1	24	-	-	_	25
	8.2	9.9	3.8	1.8	9.7	12.7	-	1.7	13.0	-	-	-	50.0
REFUSED	-	-	-	-	_	_	_	-	-	_	_	_	_
	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	304	171	105	114	31	157	59	60	185	100	90	64	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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BANNER 1 TABLE 64

Q49 : MARITAL STATUS

				SMOKIN	G FRE	Q. 2YR					AC	GE .	
	TOTAL		100, 000+	MORE		SAME		3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
SINGLE	65 21.4	44 25.7		40 35.1		20 12.7			28 15.1			5 7.8	
MARRIED	222 73.0	117 68.4	81 77.1	72 63.2	23 74.2		39 66.1		147 79.5	53 53.0		55 85.9	43 86.0
DIVORCED	12 3.9		4 3.8	2 1.8	2 6.5	8 5.1	1 1.7	5 8.3	6 3.2	2 2.0	6 6.7	3 4.7	1 2.0
SEPARATED	-	-	-	-	-	-	-	-	- -	-	-	-	- -
WIDOWED	3 1.0			- -	-	3 1.9	-	-	3 1.6	-	-	-	3 6.0
REFUSED	2 0.7		-	- -	1 3.2	1 0.6	-	1 1.7	1 0.5	1.0	-	1 1.6	-
TOTAL	304 100.0		105 100.0	114 100.0	31 100.0			60 100.0	185 100.0	100			50 100.0

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BANNER 1 TABLE 65

Q50 : OCCUPATION

		INC		SMOKI	NG FRE	Q. 2YR	#YRS S	MOKE C			AC	3E	
	TOTAL	<100, 000	•	MORE	LESS		2 or LESS	3-5	>5	18-34	35-44 	45-54 	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
WHITE COLLAR (NET)	190	94	80	79	16	94	37	42	111	67	63	42	18
	62.5	55.0	76.2	69.3	51.6	59.9	62.7	70.0	60.0	67.0	70.0	65.6	36.0
PROFESSIONAL/TECHNICAL	76 25.0	33 19.3	38 36.2	30 26.3	6 19.4	39 24.8	16 27.1	10 16.7	50 27.0	25 25.0	23 25.6	18 28.1	10 20.0
MANAGERS/ ADMINISTRATORS	38 12.5	19 11.1	17 16.2	16 14.0	1 3.2	21 13.4	_	8 13.3	22 11.9	12 12.0	13 14.4	12 18.8	1 2.0
CLERICAL	3 1.0	3 1.8		1 0.9	-	2 1.3		1 1.7	1 0.5	1 1.0	1.1	1 1.6	-
SALES WORKERS	73 24.0	39 22.8	25 23.8	32 28.1	9 29.0	32 20.4		23 38.3	38 20.5	29 29.0	26 28.9	11 17.2	7 14.0
BLUE COLLAR (NET)	49	36	11	17	7	24	16	9	24	16	18	11	4
Wife in the second seco	16.1	21.1	10.5	14.9	22.6	15.3	27.1	15.0	13.0	16.0	20.0	17.2	8.0
CRAFTSMEN	11 3.6		3 2.9	_	3 9.7			1 1.7	8 4.3	3 3.0		4 6.3	-
OPERATIVES	3 1.0		-	1 0.9				-	3 1.6		1.1		2 4.0
TRANSPORT EQUIPMENT OPERATIVES	3 1.0		-	-	2 6.5			-	2 1.1			1 1.6	- -
LABORERS	6 2.0					-		1 1.7	3 1.6	_	_	-	-
FARMERS/FARM LABORERS	3 1.0					-		1 1.7	-	1.0			- -
SERVICE WORKERS	23 7.6		7 6.7		_			6 10.0	8 4.3		_	_	2 4.0
OTHER (NET)	65	41	14	18	. 8	39	6	9	50	17	9	11	28
	21.4	24.0	13.3	15.8	25.8	24.8	3 10.2	15.0	27.0	17.0	10.0	17.2	56.0
OTHER	4 1.3			-	2 6.5		-	-	3 1.6				-

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BANNER 1 TABLE 65 Q50 : OCCUPATION

		INCO		SMOKIN	IG FREC). 2YR		MOKE C	IGARS		AG	ξE	
	TOTAL	<100, 000	•	MORE	LESS	SAME	2 or LESS	3-5	>5 	18-34	35-44	45-54 	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
STUDENT	4 1.3	3 1.8	1.0	3 2.6	1 3.2	-	1 1.7	2 3.3	1 0.5	4 4.0	-	-	- -
HOUSEWIFE	1 0.3	-	-	-	1 3.2	-	1 1.7	- -	-	1 1.0	-	-	-
RETIRED	32 10.5	22 12.9	4 3.8	4 3.5	3 9.7	25 15.9	1 1.7	1 1.7	30 16.2		3 3.3	2 3.1	27 54.0
REFUSED	2 0.7	1 0.6	-	-	-	2 1.3	-	-	2 1.1	1 1.0	-	1 1.6	-
SELF-EMPLOYED	22 7.2			11 9.6	1 3.2				14 7.6			7 10.9	1 2.0
TOTAL	304 100.0	171 100.0	105 100.0	114 100.0	31 100.0	157 100.0			185 100.0				50 100.0

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BANNER 1 TABLE 66 Q51 : INCOME

		INC		SMOKIN	IG FRE). 2YR		MOKE C			AC	3E	
	ጥር ጥል ፣	•		MORE			2 or	3-5	. E	10_3/	35-44	 15-51	55.
										10-24			
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
UNDER \$65,000	99	99	-	38	14	46	23	25	51	38	33	10	18
	32.6	57.9	-	33.3	45.2	29.3	39.0	41.7	27.6	38.0	36.7	15.6	36.0
\$65,000 -\$99,999	72	72	-	26	10	35			46	28	21	13	10
	23.7	42.1	-	22.8	32.3	22.3	27.1	16.7	24.9	28.0	23.3	20.3	20.0
\$100,000 - \$199,999	82	_	82	33	3	46	15	13	54	24	23	26	9
	27.0	-	78.1	28.9	9.7	29.3	25.4	21.7	29.2	24.0	25.6	40.6	18.0
\$200,000 - OVER	23		23		2	14	2			4	8	7	4
	7.6	-	21.9	6.1	6.5	8.9	3.4	6.7	9.2	4.0	8.9	10.9	8.0
DON'T KNOW/REFUSED	28		-	10	2	16	3	8	17	6	5	8	9
	9.2	-	-	8.8	6.5	10.2	5.1	13.3	9.2	6.0	5.6	12.5	18.0
TOTAL	304	171	105	114	31	157	59	60	185	100	90	64	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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BANNER 1 TABLE 67 Q52 : RACE

		INCOME						MOKE C	IGARS				
				SMOKIN							AC	3E	
	TOTAL		•				LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	304	171	105	114	31	157	59	60	185	100	90	64	50
AFRO-AMERICAN	4 1.3	4 2.3	-	1 0.9	-	3 1.9	-	-	4 2.2	1 1.0	1 1.1	1 1.6	1 2.0
WHITE	264 86.8	152 88.9	92 87.6	100 87.7	29 93.5	134 85.4	51 86.4		158 85.4	90 90.0		55 85.9	_
HISPANIC	12 3.9	8 4.7	4 3.8	3 2.6	-	9 5.7	2 3.4	3 5.0	7 3.8	2 2.0	8 8.9	2 3.1	-
ORIENTAL	2 0.7	- -	2 1.9	2 1.8	-	- -	2 3.4	-	-	2 2.0	-	- -	-
AMERICAN INDIAN	2 0.7		-	-	-	2 1.3	-	-	2 1.1	-	-	1 1.6	1 2.0
ANOTHER RACE	11 3.6	4 2.3		3 2.6	1 3.2	6 3.8	1 1.7	2 3.3	8 4.3	3 3.0	4 4.4		
REFUSED	9 3.0			5 4.4	1 3.2	3 1.9	3 5.1	-	6 3.2	2 2.0	1 1.1		3 6.0
TOTAL	304 100.0				31 100.0		59 100.0		185 100.0				

CIGAR USAGE AND ATTITUDE SIRS #94-305

23 Feb 95

BANNER 2 TABLE 1

Q1 : DO YOU SMOKE CIGARS ONLY OR DO YOU ALSO USE OTHER TOBACCO PRODUCTS?

		BRA	ANDS US	SED MOS	ST OFTE	EN		BRANDS	MENTIC	NED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
CIGARS ONLY	228	28	6					80	75	184	155
	75.0	84.8	85.7	77.8	69.0	75.0	77.9	78.4	76.5	77.0	77.9
OTHER PRODUCTS	76	5	1	2	18	5	36	22	23	55	44
	25.0	15.2	14.3	22.2	31.0	25.0	22.1	21.6	23.5	23.0	22.1
TOTAL	304	33	7	9	58	20	163	102	98	239	199
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2 TABLE 2

Q2 : WHAT OTHER PRODUCTS DO YOU USE?

		BRA	NDS US	SED MOS	ST OFTE	EN	I	BRANDS	MENTIC	NED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents who use other products	76	5	1	2	18	5	36	22	23	55	44
CHEWING TOBACCO	9 11.8		-		4 22.2		3 8.3			7 12.7	
CIGARETTES	31 40.8	3 60.0	-	100.0	8 44.4			11 50.0	8 34.8		17 38.6
DIP/SNUFF	3 3.9	-	-	- -	2 11.1	-	-	<u>-</u> -	-	2 3.6	2 4.5
PIPE	43 56.6		_			40.0	23 63.9		16 69.6		27 61.4
OTHER	2 2.6		-	-	1 5.6		- -	- -	- -	1 1.8	1 2.3
TOTAL	88 115.8	5 100.0			24 133.3		39 108.3			64 116.4	50 113.6

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2
TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		BRA		JSED MO				BRANDS		ONED	
	TOTAL	AR- TURO FU- ENTE	AVO		MACA-		AR- TURO FU- ENTE	AVO		MACA- NUDO	
BASE -total respondents	304	33		7 9	58	20	163	102	98	239	199
TASTE/FLAVOR (NET)	145	13	:	2 6	29	12	90	54	48	122	100
	47.7	39.4	28.	66.7	50.0	60.0	55.2	52.9	49.0	51.0	50.3
LIKE/GOOD TASTE/ FLAVOR	92 30.3	10 30.3		- 3 - 33.3							64 32.2
SMOOTH TASTE/FLAVOR	11 3.6			1 1 3 11.1							8 4.0
MILD TASTE/FLAVOR	12 3.9	1 3.0		1 1 3 11.1			5 3.1		_		-
RICH TASTE/FLAVOR	5 1.6			 	_				-		-
GOOD/REAL TOBACCO TASTE	10 3.3	-		- 2 - 22.2							-
SWEET TASTE/FLAVOR	3 1.0			 	2 3.4		-		-	0.8	
SPICY TASTE/FLAVOR	6 2.0			 	1 1.7		3.1				
TASTE BETTER THAN/ PREFER TO CIGARETTES	7 2.3			 	-		-	_		2.5	_
UNIQUE TASTE	7 2.3				_						
FLAVORFUL/MORE FLAVORFUL	2 0.7						_				
NUTTY FLAVOR	3 1.0			 	. <u> </u>	. <u> </u>	1.8			0.4	_
CINNAMON FLAVOR	2 0.7				- -	· -	. 2			0.4	

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BANNER 2
TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

					ST OFT				MENTI	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO		MACA- NUDO	TAGAS	AR- TURO	AVO		MACA- NUDO	PAR- TAGAS
BASE -total respondents	304	33	7	9		20		102		239	199
COFFEE TATSE	2 0.7	-	-	-	-	1 5.0					2 1.0
OTHER TASTE/FLAVOR COMMENTS	3 1.0	- -	-	- -		- -	2 1.2		-	3 1.3	-
VARIETY (NET)	14	1	1	-	5	1	6	5	6	13	12
-	4.6	3.0	14.3	-	8.6	5.0	3.7	4.9	6.1	5.4	6.0
LIKE/GOOD VARIETY OF FLAVORS	13 4.3	1 3.0		- -	4 6.9				-		11 5.5
OTHER VARIETY COMMENTS	1 0.3	-	-	-	1 1.7		- -		-	_	
STYLE/DESIGN (NET)	8	-	-	1	. 1	2	6	5	2	7	7
	2.6	-	-	11.1	1.7	10.0	3.7	4.9	2.0	2.9	3.5
LIKE WRAPPER	5 1.6		-	1 11.1		_					
OTHER STYLE/DESIGN COMMENTS	3 1.0		-	-	1.7		1.2			_	
HEALTH (NET)	18	3	-	1		-	10) 5	5 8	3 15	13
	5.9	9.1		11.1		_	6.1	. 4.9	8.2	6.3	6.5
HEALTHIER THAN CIGARETTES/NOT INHALE	15 : 4.9			1 11.1			-				
CIGARS NOT UNHEALTHY/ LEAST HARMFUL TOBACCO							0.6				
OTHER HEALTH COMMENTS	0.7		_	-	 	· -	0.6			- 2	
QUALITY (NET)	3	-	-	-		. 2	2 3	3 . 3	3 2	2 3	3
	1.0	-	_	-	-	10.0	1.8	3 2.9	2.0	1.3	1.5

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BANNER 2 TABLE 3

Q3 : WHY DO YOU SMOKE CIGARS?

				SED MO					MENTIONED			
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR-	AVO	DAVID	MACA- NUDO	PAR- TAGAS	
BASE -total respondents	304	33	7	7 9	58	20	163	102	98	239	199	
LIKE CRAFTSMANSHIP/ HOW MADE	3 1.0	-	-	. <u>-</u>	- -	2 10.0		3 2.9				
LIKE INGREDIENTS/ QUALITY INGREDIENTS	-	-	-	- -	-	- -	- -	- -	-	- -	- -	
OTHER QUALITY COMMENTS	1 0.3	-	-	_	-	1 5.0	_	1 1.0	_	_		
PRICE/VALUE (NET)	2	-	-		1	-	-	-	-	2	2	
	0.7	-			1.7	-	-	-	-	0.8	1.0	
OTHER PRICE/VALUE COMMENTS	2 0.7	-		- 	1 1.7		-	-	-	2 0.8		
CONVENIENCE (NET)	2	-			1	-	1	-	1	2	2	
	0.7		-		1.7	-	0.6	-	1.0	0.8	1.0	
OTHER CONVENIENCE COMMENTS	0.7	-		- 	1 1.7		1 0.6		1.0	_	_	
PRICE/VALUE (NET)	2	-			1	-	-	-	-	2	2	
	0.7	-		- -	1.7	-	-	-	-	0.8	1.0	
OTHER PRICE/VALUE COMMENTS	2 0.7			 	_		-	-	<u> </u>	-	_	
MISCELLANEOUS (NET)	248	30		6 7	4.8	15	134	79	83	193	159	
	81.6	90.9	85.	7 77.8	82.8	75.0	82.2	77.5	84.7	80.8	79.9	
SOOTHING/RELAXING/ STRESS RELIEVING	137 45.1			6 4 7 44.4		-						
ENJOYABLE TO SMOKE	42 13.8			2 1 6 11.1		-						
PLEASURE TO SMOKE	18 5.9			1 - 3 -	5.2				-			

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BANNER 2
TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

				USED MOST OFTEN				BRANDS MENTIONE				1ED		
	TOTAL	AR- TURO FU-	AVO		DAVID OFF	MACA-	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO			
BASE -total respondents	304	33		7	9	58	20	163	102	98	239	199		
SMOKE AFTER MEAL	21 6.9			1 3	1 11.1	7 12.1	- -		-	_				
ALL MENTIONS OF AROMA	56 18.4				3 33.3	10 17.2						38 19.1		
SOCIALIZATION/SMOKE WITH FRIENDS	20 6.6	2 6.1	14.	1						_	_			
LONG LASTING/LAST LONGER THAN CIGARETTES	9 3.0	-		-	-	_		6 3.7						
ENJOY NICOTINE/ TOBACCO HIGH	9 3.0			- -	1 11.1	3 5.2						-		
LIKE FEELING OF CIGAR IN HAND	14 4.6			-	-	_				-				
LIKE TO CHEW ON CIGAR	6 2.0			-	-	2 3.4				_		-		
FUN	4 1.3			-	-	-		_		2 2.0				
LIKE HOW I LIKE/LOOK HANDSOME	2 0.7			-	- -		_							
LIKE WATCHING THE SMOKE	5 1.6			-	-	2 3.4		_		2.0				
LIKE (UNSPECIFIED)	7 2.3			-	-	- -	- -	3 1.8				_		
HABIT	16 5.3			-	· -	3 5.2				_				
RELATIVE SMOKED	10 3.3			- -	-	-	-	6 3.7						

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BANNER 2
TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO		MACA- NUDO	PAR- TAGAS	AR- TURO	AVO		MACA- NUDO	PAR- TAGAS
BASE -total respondents	304	33	7	9	58	20		102	98	239	199
KEEPS BUGS AWAY	2 0.7		-	- -	-	-	1 0.6	-	1 1.0	1 0.4	1 0.5
SMOKE ON SPECIAL OCCASION/CELEBRATION	3 1.0	- -	-	1 11.1	1 1.7	- -	1 0.6	1.0	2 2.0	2 0.8	2 1.0
SMOKE WITH A DRINK/ ALCOHOL	6 2.0	1 3.0	-	-	-	-	3 1.8	3 2.9	1.0	2 0.8	3 1.5
SIMILAR TO DRINKING A FINE WINE	5 1.6	-	-	-	-	-	4 2.5	- -	2 2.0	5 2.1	3 1.5
FEEL IMPORTANT/ SOPHISTICATED/ SUPERIOR/WOMEN LIKE	6 2.0	1 3.0	-	-	3.4	-	3 1.8	1 1.0		5 2.1	4 2.0
HOBBY	3 1.0	-	· -	-	-	-	- -	- -	- -	2 0.8	1 0.5
STARTED WITH FRIENDS/ CO-WORKERS	3 1.0		-	-	-	-	2 1.2		_		1 0.5
ANNOYS PEOPLE/WOMEN	0.3		- -	- -		- -	1 0.6		- -	0.4	-
OTHER MISCELLANEOUS COMMENTS	11 3.6		1 14.3	-	1 1.7				_		9 4.5
DON'T KNOW	2 0.7		-	1 11.1		-	_				1 0.5
NO REASON	-	-	-	-	- -	-	· -	-	-	-	- -
TOTAL	634 208.6	64 193.9									427 214.6

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2
TABLE 4
Q4 : HOW MANY YEARS HAVE YOU BEEN SMOKING CIGARS?

							BRANDS MENTIONED				
,	TOTAL	AR- TURO FU- ENTE	AVO	DAVII OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	
BASE - total respondents	304	33		7 9	58	20	163	102	98	239	199
LESS THAN ONE YEAR	4 1.3				3.4	-	2 1.2			4 1.7	_
ONE - TWO YEARS	19 6.3	-				1 5.0	8 4.9	6 5.9		13 5.4	9 4.5
TWO - THREE YEARS	36 11.8				2 6						
THREE - FOUR YEARS	23 7.6	1 3.0		- ·	- 4 - 6.9			8 7.8		18 7.5	
FOUR - FIVE YEARS	13 4.3	2 6.1	14.		2 1.7		8 4.9	5.9	5 5.1	10 4.2	
FIVE - SIX YEARS	24 7.9		14.	1 3	- 5 - 8.6	-	17 10.4	5 4.9			
SIX - SEVEN YEARS	6 2.0	2 6.1		- ·	- 		5 3.1	3.9	2.0		
SEVEN - EIGHT YEARS	6 2.0			-		. <u>-</u>	4 2.5				
EIGHT - NINE YEARS	8 2.6	1 3.0	28.	2 6	- 4 - 6.9		3 1, 8	3.9			-
NINE - TEN YEARS	0.3	-		-	- 1 - 1.7		1 0.6		- -	1 0.4	
TEN - FIFTEEN YEARS	38 12.5	5 15.2			2 6 2 10.3			12 11.8		33 13.8	
FIFTEEN - TWENTY YEARS		2 6.1		- - 22.	2 6 2 10.3		8.6			19 7.9	
TWENTY - TWENTY-FIVE YEARS	32 10.5	4 12.1	14.	1 3 11.	1 3 1 5.2	10.0	9.8	7.8	13.3	25 10.5	19 9.5

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2
TABLE 4
Q4 : HOW MANY YEARS HAVE YOU BEEN SMOKING CIGARS?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED					
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO		MACA- NUDO			
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199		
	15 4.9		- -	-	4 6.9	_		3 2.9					
THIRTY - THIRTY-FIVE YEARS	24 7.9			-	4 6.9	1 5.0	10 6.1		7 7.1		13 6.5		
THIRTY-FIVE - FOURTY YEARS	10 3.3	1 3.0	- -	-	2 3.4	-	4 2.5	-	1.0	8 3.3	7 3.5		
FOURTY - FOURTY-FIVE YEARS	5 1.6	-	-	- -	1 1.7		1 0.6				4 2.0		
FOURTY-FIVE - FIFTY YEARS	2 0.7	-,	-	-	1 1.7		-	-	-	1 0.4	0.5		
MORE THAN FIFTY YEARS	17 5.6	_	- -	-	5 8.6		4 2.5		2.0		6 3.0		
TOTAL	304 100.0	33 100.0		_	58 100.0			102 100.0	98 100.0				

BANNER 2
TABLE 5
Q5 : HOW OFTEN DO YOU CURRENTLY SMOKE A CIGAR?

		BRANDS USED MOST OFTEN						BRANDS	MENTIONED			
	TOTAL	AR- TURO FU-		DAVID	MACA- NUDO	PAR- TAGAS	AR-	AVO	DAVID OFF	MACA- NUDO		
BASE - total respondents	304	33	7	9			163				199	
THREE OR MORE TIMES A DAY		5 15.2			4 6.9					27 11.3	22 11.1	
ONE TO TWO TIMES A DAY				1 11.1	17 29.3			35 34.3				
FOUR TO SIX TIMES A WEEK	37 12.2	5 15.2		1 11.1			24 14.7					
TWO TO THREE TIMES A WEEK	72 23.7	7 21.2		55.6	17 29.3	6 30.0						
ONCE A WEEK	22 7.2			11.1								
ONE TO THREE TIMES A MONTH	25 8.2			11.1	. 10 . 17.2			8 7.8		19 7.9		
ONE TO TWO TIMES A QUARTER	2 0.7	-	-	. <u>.</u>	_		· -			0.4	_	
ONE TO THREE TIMES A YEAR	1 0.3		-	. <u>-</u>	1.7		- -	-	-	1 0.4		
LESS THAN ONE TIME A YEAR	0.3		-	· -			-		1.0			
OTHER	0.3				· -	- -	0.6				1 0.5	
DK/REFUSED	-	-	-			· · -	· -					
TOTAL	304 100.0) 163) 100.0				199 100.0	

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TABLE 6
Q6 : ARE YOU CURRENTLY SMOKING MORE, LESS OR ABOUT THE SAME AMOUNT OF CIGARS AS YOU WERE TWO YEARS AGO?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
MORE	114 37.5	21 63.6			19 32.8			59 57.8	46 46.9		84 42.2	
LESS	31 10.2	3.0	- -	-	10 17.2	1 5.0					15 7.5	
ABOUT THE SAME	157 51.6	11 33.3	1 14.3		29 50.0		75 46.0				99 49.7	
DON'T KNOW/REFUSED	2 0.7	-	- -	-	-	1 5.0			1 1.0	2 0.8	1 0.5	
TOTAL	304 100.0	33 100.0	7 100.0		58 100.0	20 100.0			98 100.0	239 100.0	199 100.0	

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TABLE 7
Q7 : HOW OFTEN WERE YOU SMOKING A CIGAR TWO YEARS AGO?

	BRANDS USED MOST OFTEN					BRANDS MENTIONED					
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents smoking more or less than two years ago								66		121	99
THREE OR MORE TIMES A DAY	11 7.6	1 4.5	-		3 10.3			4 6.1		7 5.8	
ONE TO TWO TIMES A DAY		5 22.7	-	- -	2 6.9				5 9.6	14 11.6	9 9.1
FOUR TO SIX TIMES A WEEK	8 5.5	-		-	3 10.3		-				6 6.1
TWO TO THREE TIMES A WEEK	22 15.2	3 13.6	1 16.7	2 33.3	3 10.3	3 27.3	14 16.1	10 15.2			16 16.2
ONCE A WEEK	26 17.9		4 66.7		2 6.9			16 24.2			19 19.2
ONE TO THREE TIMES A MONTH	26 17.9				9 31.0		15 17.2	12 18.2		22 18.2	16 16.2
ONE TO TWO TIMES A QUARTER	6 4.1	-	-								
ONE TO THREE TIMES A YEAR	3 2.1	-			3.4	2 18.2	2 2.3	2 3.0	-	3 2.5	
LESS THAN ONE TIME A YEAR	11 7.6			-	10.3		•				_
OTHER	13 9.0			-	3.4		8.0				-
DK/REFUSED	4 2.8			-			2.3				_
TOTAL	145 100.0				5 29 0 100.0				52 100.0		99

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BANNER 2
TABLE 8
Q8A : WHAT IS THE FIRST BRAND OF CIGAR YOU CAN THINK OF?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR-	AVO	DAVID OFF		PAR- TAGAS
BASE - total respondents	304			9			163				199
ARTURO FUENTE	28 9.2	23 69.7		- -	1 1.7		28 17.2		14 14.3		
ASHTON	3 1.0	-	-	- -	- -	1 5.0					2 1.0
AVO	13 4.3			1 11.1		- -	•				
BACCARAT	0.3	-	-		- -	- -			_		
BERING	0.3	-	-	 	1 1.7		-	-		_	
COHIBA	8 2.6	-	-	. <u>-</u>	_						
CUESTA REY	1.3	-	-	. <u>.</u> 	-		-				
DAVIDOFF	8 2.6		14.3	L 5 3 55.6						_	_
DON DIEGO	2 0.7	- -		- 					-	1 0.4	
DUNHILL	8 2.6	1 3.0		- 			5 3.1			7 2.9	
EXCALIBAR	1 0.3		-	- 	-	· -	_		1.0		
GRIFFINS	-	- -			- -	-			-		
H. UPMANN	16 5.3		-	- 	1 1.7						

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BANNER 2
TABLE 8
Q8A : WHAT IS THE FIRST BRAND OF CIGAR YOU CAN THINK OF?

		BRANDS USED MOST OFTEN						BRANDS MENȚIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	;	DAVID OFF	MACA-	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	TAGAS
BASE - total respondents	304				9		20					
HAMLET	-	-		- -	- -	-	-	-	-	- -	-	-
HENRI WINTERMANS	- -	- -		<u>-</u>	-	- -	-	-	-	-	-	-
HOYO DE MONTEREY	8 2.6			- -	1 11.1		1 5.0					
J.R.	2 0.7			-	-	- -	-	-				
JUEN CLEMENTE	-	- -		-	-	<u>-</u> -	- -			- -	- -	- -
LA GLORIA CUBANA	9 3.0			-	-	1 1.7		8 4.9			_	-
MACANUDO	84 27.6			-		40 69.0			24 23.5		84 35.1	
MONTE CRISTO	2 0.7			- -	-	-				-		
MONTECRUZ	2 0.7			- -	· -	- -	-	-	_	-		
OSCAR	-	-		<u>-</u>	-	- -	-	- -	· _	-	<u> </u>	-
PARTAGAS	19 6.3			1.3	-	2 3.4		9.2			15 6.3	
PLEIADES	-	-		-	-	-	-	-	- -	-	- - -	-
PRIMO DEL REY	-	-		-	-		-			. <u>-</u>	. <u>-</u>	-

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 8

Q8A : WHAT IS THE FIRST BRAND OF CIGAR YOU CAN THINK OF?

		BR		NDS USED MOST OFTEN				BRANDS MENTIONED				
	TOTAL		OVA	DAVID	MACA- NUDO	PAR- TAGAS	AR-	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	
BASE - total respondents	304				58		163			239	199	
PUNCH	8 2.6		-	- 	- -	- -	4 2.5					
RAMON ALLONES	1 0.3			- 	-		1 0.6					
ROMEO Y JULIETA	4 1.3			- 	_		3 1.8			4 1.7		
ROYAL JAMICA	2.0			- 	- -	-	_			. 5 2.1		
SIMON BOLIVAR	0.3						-			0.4		
TE-AMO	0.3			 	-		_			1 0.4		
TEMPLE HALL	0.3			<u> </u>	-	<u>-</u>	- -			1 0.4		
THOMPSON	-	-		- 	- -	-		-	-	-	-	
ZINO	0.3			- 	- -				_	-	-	
ALIADOS	0.3				1 1.7		-		-	0.4		
ANTONIO & CLEOPATRA	4 1.3				-		0.6		_			
CASABLANCA	-	-		 		-	· -	. <u>-</u>		- -	-	
CROOKS	-	-					. <u>-</u>					

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BANNER 2 TABLE 8

Q8A : WHAT IS THE FIRST BRAND OF CIGAR YOU CAN THINK OF?

		BRANDS USED MOST OFTEN										
	TOTAL	AR- TURO FU- ENTE		DAVID OFF	MACA- NUDO	PAR- TAGAS	AR-	AVO		MACA- NUDO		
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
CUBAN (NS)	- -	- -	- -	-	-	-	-	-	-	- -	- -	
DON THOMAS	-	<u>-</u> -	<u>-</u> -	-	-	-	-	-	- -	-	-	
DUTCH MASTERS	2 0.7	<u>-</u>	<u>-</u>	-	- -				-	- -	- -	
EL PRODUCTO	2 0.7	-	-	-	2 3.4			-	-	2 0.8	-	
GARCIA VEGA	2 0.7	- -	-	-				- -		_		
HAVA TAMPA	2 0.7	-	-	-	_			-		2 0.8		
LA UNICA	-	-	-	-	-		<u>-</u>	-		-	- -	
LICINCIADOS	6 2.0	-	-	1 11.1		_						
MONTE CARLO	0.3	1 3.0		-			_				_	
MUNI MAKERS	2 0.7	1 3.0		-	- -		_		_	_	_	
NAT SHERMAN	- -	-	-	-	_	- -	- -		-	- -	<u>-</u>	
ONYX	-	-		-	- -	. <u>-</u>	. <u>.</u> .	-	-	- -	-	
PHILLIES	2 0.7	-	-				0.6					

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 8

Q8A : WHAT IS THE FIRST BRAND OF CIGAR YOU CAN THINK OF?

		BRA	NDS U	DS USED MOST OFTEN				BRANDS MENTIONED			
			AVO	DAVID OFF			AR- TURO FU- ENTE			MACA- NUDO	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
PAUL GAMARIAN	-	-	-	-	-	-	-	-	- -	-	- -
PORLARRANGA	-	-	-	-	-	- -	-	-	- -	- -	-
ROBERT BURNS	- 	- -	-	- -	-	-	-	- -	- -	-	- -
SWISHER SWEETS	5 1.6	- -	-	1 11.1			1 0.6	1.0			
TIPARILLO	2 0.7	-	-	- -	- -	- -	-	<u>-</u>	-	- -	- -
TROYA	-	. -	-	. <u>.</u>	- -	- -	- -	-	- -	-	-
WHITE OWL	2 0.7	-	-	- -	-	-	-	-	-	1 0.4	
DON'T KNOW	2 0.7	-	· -	· -	- -	-	1 0.6		-	1 0.4	
NONE	3 1.0	-	· -	. <u>-</u>	-	-	- -	-	-	-	-
OTHER	24 7.9	-	-	 	2 3.4					16 6.7	
TOTAL	304 100.0	33 100.0		7 9 0 100.0	58 100.0						

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2 TABLE 9

		BRANDS USED MOST OFTEN BRAN							S MENTIONED			
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
ARTURO FUENTE								36				
	22.4	24.2	57.1	22.2	13.8	30.0	41.7	35.3	28.6	24.3	27.6	
ASHTON	19							9		16		
	6.3	15.2	-	-	3.4	15.0	8.6	8.8	8.2	6.7	7.0	
AVO	33	5			3			33		28		
	10.9	15.2	14.3	33.3	5.2	20.0	15.3	32.4	21.4	11.7	14.6	
BACCARAT	4		-	-	3	-	-	1		4		
	1.3	-	-	-	5.2	-	-	1.0	-	1.7	0.5	
BERING	9	-	-	-	3	-	3	2 2.0	2	8	6	
•	3.0	-	-	-	5.2	-	1.8	2.0	2.0	3.3	3.0	
COHIBA	43							22		31		
	14.1	15.2	14.3	22.2	12.1	15.0	18.4	21.6	20.4	13.0	19.1	
CUESTA REY	17				5							
	5.6	12.1	-	T T • T	8.6	5.0	5.5	8.8	7.1	6.7	7.0	
DAVIDOFF	43 14.1							27		34		
	14.1	21.2	42.9	33.3	10.3	15.0	20.2	26.5	43.9	14.2	17.1	
DON DIEGO	16 5.3							6			14 7.0	
	5.3	6.1	-	-	6.9	10.0	5.5	5.9	5.1	6.7	7.0	
DUNHILL	54 17.8	_	_	3 33.3		_					42	
	17.0	41.3	20.0	33.3	15.5	45.0	22.1	29.4	33./	18.4	21.1	
EXCALIBAR	3 1.0		-	-		10.0	-	2.0	2	3 1.3		
	1.0		_					2.0	2.0	1.3	1.0	
GRIFFINS	6 2.0	-	-	1111	-	10.0	2 5	4.9		6 2.5		
										4.5	4.5	
H. UPMANN	68 22.4							32 31.4			55 27.6	

BANNER 2 TABLE 9

Q8B : WHAT OTHER BRANDS OF CIGARS CAN YOU THINK OF?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED				
	TOTAL	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO		
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
HAMLET	-	-	-	- -	-	-				-	-	
HENRI WINTERMANS	- -	- -	-	- -	-	- -		-	-	-	-	
HOYO DE MONTEREY	42 13.8	9 27.3	1 14.3		2 3.4		31 19.0			34 14.2		
J.R.	12	3 9.1		1 11.1	2 3.4		7 4.3				-	
JUEN CLEMENTE	-	- -	-	-	-	-	- -	-	-	-	-	
LA GLORIA CUBANA	24 7.9	6 18.2		-		2 10.0			10 10.2	19 7.9		
MACANUDO	96 31.6	14 42.4	_	_	11 19.0			43 42.2	44 44.9	96 40.2		
MONTE CRISTO	28 9.2	5 15.2	2 28.6				18 11.0		14			
MONTECRUZ	14 4.6	1 3.0			4 6.9			4.9		13 5.4		
OSCAR	1 0.3		1 14.3				0.6				1 0.5	
PARTAGAS	99 32.6	10 30.3	4 57.1	_		45.0	61		43.9			
PLEIADES	11 3.6	_			3 5.2			5 5 7 4.9		9 3.8		
PRIMO DEL REY	3 1.0				1 1.7	 -	1.2			0.8		

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BANNER 2 TABLE 9

				NDS USED MOST OFTEN			BRANDS MENTIONED				
	TOTAL	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO	AVO	DAVID OFF		PAR- TAGAS
BASE - total respondents	304	33	7	7 9	58						199
PUNCH	48 15.8			L 2 3 22.2				19 18.6		39 16.3	38 19.1
RAMON ALLONES	1.3	_	-		1 1.7						4 2.0
ROMEO Y JULIETA	28 9.2			2 2 5 22.2							
ROYAL JAMICA	27 8.9	_		1 1 3 11.1						23 9.6	
SIMON BOLIVAR	1 0.3			<u> </u>			_		1.0		0.5
TE-AMO	27 8.9			- 	_			_	_		
TEMPLE HALL	8 2.6			<u> </u>	-	10.0					
THOMPSON	0.3			<u> </u>	1 1.7					0.4	
ZINO	11 3.6			- 2 - 22.2					-		
ALIADOS	4 1.3			 		_					
ANTONIO & CLEOPATRA	2.0			 	3.4		_			_	
CASABLANCA	4 1.3			 			2.5			1.7	
CROOKS	1 0.3	- -		 	- -		. <u>-</u>			. <u>-</u>	

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BANNER 2 TABLE 9

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA-	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF		TAGAS
BASE - total respondents	304	33	7	9	58	. 20	163	102	98	239	199
CUBAN (NS)	-		-	-	-	_		-	-	-	-
	-	-	-	-	-	-	-	-	-	-	_
DON THOMAS	2			-			2		1		_
	0.7	6.1	-	-	-	-	1.2	-	1.0	-	0.5
DUTCH MASTERS	6 2.0		-	-	2 3.4		2 1.2		1.0		
			_	-	3.4	-	1.2	-	1.0	2.1	1.0
EL PRODUCTO	2 0.7		-	-	_					_	
	0.7	_	_	_	1.7	_	-	_		0.4	0.5
GARCIA VEGA	13 4.3		-		-		2 1.2		1 1.0		
HAVA TAMPA	1 0.3		-		-				-	1 0.4	
LA UNICA	2 0.7		-	-	-		1.2		-	0.8	
LICINCIADOS	14 4.6	_		-	1.7		. 13 8.0			10 4.2	
MONTE CARLO	1 0.3				- -		-			_	
MINIT MAKEDO											
MUNI MAKERS	-	-	-	. .		-	- -	_	-	-	-
NAT SHERMAN	5	_	1	_		. 1	. 3	2	. 1	. 5	5
NAI SHERPAN	1.6					_				-	
ONYX	7	_	_		. 1	. 1	. 4		4	. 6	6
	2.3	-	-	-	1.7			; <u>-</u>			
PHILLIES	1		-		- 1					1	. -
	0.3	-	-		1.7	' .	-	-	-	0.4	-

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BANNER 2 TABLE 9

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE		DAVID	MACA-	PAR- TAGAS	AR- TURO	AVO	DAVID OFF	MACA-	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
PAUL GAMARIAN	3 1.0	1 3.0	- -	-	1 1.7	-	2 1.2	3 2.9		3 1.3	2 1.0
PORLARRANGA	1 0.3		-	-	-	- -	-	-	-	-	-
ROBERT BURNS	-	-	-	- -	-	-	-	- -	- -	-	-
SWISHER SWEETS	5 1.6	-	-	-	2 3.4		1 0.6	-	-	3 1.3	1 0.5
TIPARILLO	1 0.3	-	-	-	-	-	-	-	-	-	-
TROYA	4 1.3	1 3.0	-	1 11.1	-	-	3 1.8	3 2.9			1 0.5
WHITE OWL	9 3.0	-	-	-	4 6.9		2 1.2		-	5 2.1	4 2.0
DON'T KNOW	1 0.3	-	-	-	-	- -	1 0.6	-	- -	1 0.4	1 0.5
NONE	9 3.0	-	-	-	5 8.6	-	-	- -	-	7 2.9	1 0.5
OTHER	54 17.8			3 33.3			34 20.9		17 17.3		36 18.1
TOTAL	1024 336.8		31 442.9	42 466.7			667 409.2				

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BANNER 2 TABLE 10A

Q9 : HAVE YOU HEARD OF ASHTON?

		BRA	ANDS US	SED MOS	ST OFTE	EN	BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO		AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents not aware of brands	282	28	7	9	56	16	147	91	88	220	183
YES	154 54.6		3 42.9	7 77.8			62 42.2				
NO	44 15.6		-	-	14 25.0			-	1.1		9 4.9
DON'T KNOW	84 29.8		4 57.1		9 16.1	4 25.0					70 38.3
TOTAL	282 100.0	28 100.0	7	_		16 100.0				220 100.0	183 100.0

BANNER 2
TABLE 10B
Q9 : HAVE YOU HEARD OF ARTURO FUENTE?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents not aware of brands	208	2	3	7	49	14	67	56	56	161	121
YES	119 57.2	2	_								
NO	78 37.5	-	<u>-</u>	1 14.3			11 16.4	4 7.1	7 12.5		
DON'T KNOW	11 5.3	-	- -	- -	2 4.1						
TOTAL	208 100.0	2	_	7	49 100.0						

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BANNER 2 TABLE 10C

Q9 : HAVE YOU HEARD OF AVO?

		BRA	ANDS US	SED MOS	ST OFTE	EN	BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	avo	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents not aware of brands	258	28	1	5	55	16	130	56	69	201	159
YES	130 50.4			5 100.0			89 68.5		56 81.2		100 62.9
NO	128 49.6	9 32.1	-	-	38 69.1		41 31.5	3 5.4			59 37.1
DON'T KNOW	- -	- -	-	- -	-	-	-	-	-	-	- -
TOTAL	258 100.0	28 100.0			55 100.0			56 100.0		201 100.0	159 100.0

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BANNER 2 TABLE 10D

Q9 : HAVE YOU HEARD OF DAVIDOFF?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO		AR- TURO FU- ENTE	avo	DAVID OFF	MACA-	PAR- TAGAS	
BASE - total respondents not aware of brands	253	26	3	1	51	17	126	68	47	197	160	
YES	183 72.3	23 88.5		1 100.0		14 82.4			47 100.0	151 76.6	137 85.6	
NO	70 27.7	_		. <u>-</u>	24 47.1		17 13.5			46 23.4		
DON'T KNOW	-	-		 	-	-	-		- -	-	-	
TOTAL	253 100.0	26 100.0	-	3 1 0 100.0								

23 Feb 95

BANNER 2 TABLE 10E

Q9 : HAVE YOU HEARD OF DUNHILL?

		BRA	NDS US	SED MOS	ST OFTE	EN	BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents not aware of brands	242	23	5	6	48	11	122	71	65	188	151
YES	222 91.7	22 95.7	4 80.0	6 100.0	46 95.8			70 98.6	64 98.5		148 98.0
NO	20 8.3	1 4.3	1 20.0	-	2 4.2	1 9.1	2 1.6	1.4	1 1.5	8 4.3	3 2.0
DON'T KNOW	- -	-	-	- -	-	-	-	-	- -	-	- -
TOTAL	242 100.0	23 100.0	5 100.0		48 100.0	11 100.0		71 100.0	65 100.0	188 100.0	151 100.0

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BANNER 2 TABLE 10F

Q9 : HAVE YOU HEARD OF H. UPMANN?

		BRA	ANDS U	SED MOS	ST OFTE	ΞN	BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents not aware of brands	220	23	5	4	44	10	109	67	60	176	136
YES	169 76.8	22 95.7	5 100.0	4 100.0	28 63.6	9 90.0		65 97.0	57 95.0	144 81.8	123 90.4
NO	51 23.2	1 4.3	-	- -	16 36.4		8 7.3	2 3.0	3 5.0	32 18.2	13 9.6
DON'T KNOW	-	-	-	- -	<u>-</u>	- -	- -	 -	<u>-</u>	- -	-
TOTAL	220 100.0	23 100.0	5 100.0	4 100.0		10 100.0		67 100.0	60 100.0	176 100.0	136 100.0

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BANNER 2 TABLE 10G

Q9 : HAVE YOU HEARD OF HOYO DE MONTEREY?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO		DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents not aware of brands	254	23		6	8	56	16	127	75	74	200	159
YES	194 76.4	19 82.6				35 62.5				67 90.5		137 86.2
ио	60 23.6	4 17.4		-	1 12.5			13 10.2	10 13.3	7 9.5		22 13.8
DON'T KNOW	-	-		-	-	-	-	-	-	-	-	-
TOTAL	254 100.0	23 100.0	100.	6		56 100.0			75 100.0		200 100.0	159 100.0

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BANNER 2 TABLE 10H

Q9 : HAVE YOU HEARD OF MACANUDO?

		BRA	ands u	SED MOS	ST OFTE	EN	BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents not aware of brands	124	17	2	4	7	. 6	64	35	37	59	67
YES ·				4 100.0							
NO	40 32.3		-	-	6 85.7		11 17.2			20 33.9	
DON'T KNOW	15 12.1	6 35.3	-	- -	-					7 11.9	
TOTAL	124 100.0			4 100.0					37 100.0		67 100.0

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BANNER 2 TABLE 10I

Q9 : HAVE YOU HEARD OF PARTAGAS?

		BRA	NDS US	SED MOS	ST OFTE	EN	BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents not aware of brands	186	22	2	6	40	3	87	50	46	137	81
YES	77 41.4				7 17.5					44 32.1	37 45.7
NO	16 8.6	· _	-	- -	-	-	2 2.3	-	-	-	-
DON'T KNOW	93 50.0	10 45.5	1 50.0		33 82.5		45 51.7				
TOTAL	186 100.0	22 100.0	100.0		40 100.0		87 100.0				

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BANNER 2 TABLE 16

Q11 : WHY DID YOU START SMOKING CIGARS?

		BRANDS USED MOST OFTEN							BRANDS MENTIONED				
	TOTAL	AR- TURO FU-			DAVID OFF	MACA-	PAR-	AR- TURO FU- ENTE		DAVID	MACA-		
BASE - total respondents	304	33		7	9	58	20	163	102	98	239	199	
TASTE/FLAVOR (NET)	36	3		-	1	8	4	19	13	14	32	27	
	11.8	9.1		-	11.1	13.8	20.0	11.7	12.7	14.3	13.4	13.6	
LIKE/GOOD TASTE/ FLAVOR	29 9.5			-	1 11.1		4 20.0						
SMOOTH TASTE/FLAVOR	4 1.3			-	- -	2 3.4						3 1.5	
OTHER TASTE/FLAVOR COMMENTS	4 1.3	-		-	-	- -	-	3 1.8					
VARIETY (NET)	1	-		-	-	-	-	1	1	-	1	1	
	0.3	-		-	-	-	-	0.6	1.0	-	0.4	0.5	
OTHER VARIETY COMMENTS	1 0.3			-	-	-	-				1 0.4		
HEALTH (NET)	25	5		-	1	5	-	16	. 8	8	23	16	
	8.2	15.2		-	11.1	8.6	-	9.8	7.8	8.2	9.6	. 8.0	
HEALTHIER THAN CIGARETTES/NOT INHALE	21 6.9			- -	1 11.1			12 7.4					
CIGARS NOT ADDICTIVE/ NOT AS ADDICTIVE AS CIGARETTES	0.7			-		-	-	1.2					
OTHER HEALTH COMMENTS	2 0.7			-	-	-	-	1.2			_		
QUALITY (NET)	2	-		-	-	1		. 1		1	. 2	1	
	0.7			-	-	1.7	· -	0.6	5 -	1.0	0.8	0.5	
OTHER QUALITY COMMENTS	2 0.7			-	-	1 1.7		0.6					
CONVENIENCE (NET)	8	1	-	-	-	2	-	. 6	5 3	3 2	: 6	6	

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BANNER 2
TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		BRANDS USED MOST OFTEN										
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID	MACA- NUDO		AR- TURO FU- ENTE	OVA	DAVID OFF	MACA- NUDO		
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
EASIER/MORE CONVENIENT THAN PIPE	8 2.6	1 3.0					. 6 3.7				-	
OTHER CONVENIENCE COMMENTS	-	-	-	<u>-</u>	- -	- -	-	- -	- -	-	- -	
MISCELLANEOUS (NET)	264	28	7	' 8	48	17	141	90	89	206	172	
N	86.8	84.8	100.0	88.9	82.8	85.0	86.5	88.2	90.8	86.2	86.4	
SOOTHING/RELAXING/ STRESS RELIEVING	47 15.5	2 6.1	28.6	3 33.3						40 16.7		
PEER PRESSURE/FRIEND/ ACQUAINTANCE INFLUENCE	62 20.4	7 21.2	28.6	1 1 1 1		4 20.0					41 20.6	
FATHER/RELATIVE INFLUENCE	53 17.4	6 18.2	28.6	2 1 5 11.1		5 25.0		_	19 19.4	40 16.7		
ALL MENTIONS OF AROMA		2 6.1			4 6.9	_				24 10.0		
KEEPS OTHER PEOPLE AWAY	5 1.6					_	-		_		_	
KEEPS BUGS AWAY	3 1.0			. <u>.</u>	1 1.7		2 1.2					
ENJOY FEEL OF CIGAR IN HAND	5 1.6	-	-	· 11.1	1 1.7		2 1.2	_	_	_	•	
ENJOY SMOKING CIGARS (UNSPECIFIED)	11 3.6			- 1 - 11.1			4 2.5	_				
PLEASURABLE TO SMOKE		. 2 6.1		l 1 3 11.1	-		6 3.7		-	3.8		
CURIOSITY	17 5.6			- -	5 8.6	-				15 6.3		

BANNER 2
TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		BRA	ANDS US	SED MOS	ST OFTI	ΞN	BRANDS MENTIONED					
	TOTAL	AR- TURO FU- ENTE		DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO	OVA	DAVID OFF	MACA- NUDO		
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
ALTERNATIVE TO CIGARETTES	41 13.5	5 15.2	1 14.3	_	9 15.5		23 14.1	13 12.7	16 16.3		30 15.1	
ALTERNATIVE TO PIPE	10 3.3	-	-	-	2 3.4	2 10.0	7 4.3	3 2.9	3 3.1	7 2.9	7 3.5	
ALTERNATIVE TO CHEWING TOBACCO	6 2.0	-	1 14.3	1 11.1		-	3 1.8			_	3 1.5	
PLAYING CARDS/ DRINKING	11 3.6		-			1 5.0	-	_	_	_	10 5.0	
IMPORTANT/SUPERIOR/ SOPHISTICATED/COOL/ MACHO IMAGE/WOMEN LIKE	23 7.6	5 15.2	-		4 6.9	-	14 8.6	_		7.1		
STARTED IN SCHOOL/ ARMY	18 5.9			1 11.1	_			_	6 6.1		_	
SMOKE WHEN FISHING	3 1.0		-		1 1.7		_		_	_	2 1.0	
ACTORS SMOKE IN MOVIES/SEE IN MEDIA	3 1.0			-		-	_		_			
SMOKE AFTER MEAL	6 2.0	-	-	-	3 5.2		5 3.1		-	_	-	
CIGAR GIVEN TO ME	10 3.3		1 14.3	_		_		_	_			
LASTS LONG/LONGER THAN CIGARETTES	4 1.3		-	 -	1.7							
POPULAR/SOCIABLE	7 2.3		- -		_							
SMOKED/STARTED SMOKING CIGARETTES	8 2.6										_	

BANNER 2
TABLE 16
Q11: WHY DID YOU START SMOKING CIGARS?

					ST OFTE					ONED	
	TOTAL	AR- TURO FU-			MACA- NUDO	PAR- TAGAS	AR- TURO	AVO		MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
HOBBY/COLLECTORS HOBBY	4 1.3		-	-	-	1 5.0			2 2.0		3 1.5
WAS SELLING CIGARS	2 0.7	-	-	-	-	-	. <u>-</u>	1.0	-	_	2 1.0
LIKE ATMOSPHERE/ FEELING OF PEOPLE SMOKING		-	-	1 11.1	1 1.7	1 5.0	3 1.8	4 3.9	2 2.0		4 2.0
SMOKE AT CELEBRATION/ SPECIAL OCCASIONS	4 1.3		-	-	-	-	3 1.8	2.0	3 3.1		4 2.0
SMOKE WHILE PLAYING GOLF	2 0.7	-	<u>-</u>	- -	- -	-	2 1.2	-	-	2 0.8	0.5
OTHER MISCELLANEOUS COMMENTS	19 6.3	9.1		-	1 1.7	1 5.0		7 6.9			12 6.0
DON'T KNOW	14 4.6	2 6.1	-	1 11.1		2 10.0		6 5.9	2 2.0		9 4.5
NO REASON	3 1.0	-	- -	-	1 1.7			-	- -	_	2 1.0
TOTAL	517 170.1	57 172.7	11 157.1	21 233.3	95 163.8	36 180.0					351 176.4

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CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 17

Q12 : WHAT WAS THE FIRST BRAND OF CIGAR YOU SMOKED?

						ST OFT	EN			MENTI	ONED	
	TOTAL	AR- TURO FU-	AVO	Dž Ol	AVID	MACA- NUDO	PAR- TAGAS	AR- TURO	AVO	DAVID OFF	MACA- NUDO	
BASE - total respondents	304	33	,	7	9	58	20	163	102	98	239	199
ARTURO FUENTE	9 3.0			-	-	-	-					
	3.0	6.1		-	-	-	-	5.5	3.9	2.0	2.1	3.0
ASHTON		-		-	-	-	-	- -		-	-	-
AVO	_	_		_	_	_	_	_	_	_		_
	-	-		-	-	-	-	-	-	-	-	-
BACCARAT	1	_		_		_	_			-	1	1
	0.3	-		-	-	-	-	0.6	-	-	0.4	0.5
BERING	4			-	-							
	1.3	3.0		- '	-	-	5.0	1.8	2.0	2.0	0.8	2.0
COHIBA	-			<u>.</u>	-	-					-	· <u>-</u>
				_	-	-	_	_			_	_
CUESTA REY	3 1.0			- -	-	-		_				
DAVIDOFF	3	2		_	_	1		. 3	, 3	3 3	. 2	3
	1.0			-	-	1.7		1.8	2.9	3.1	. 0.8	1.5
DON DIEGO	1			-	-			-		-		
	0.3	-		-	-	-	-	0.6	1.0	1.0	0.4	0.5
DUNHILL	. 1			-				_			- 1 - 0.4	
	0.3	_		-	-		-	. 0.6) I.(, -	- 0.4	: 0.5
EXCALIBAR	-			-	-						- -	
GRIFFINS	_			_	-							
	-	-		-	-							-
H. UPMANN	6	; -		_	1							. 4
	2.0) -	•	- '	11.1	-	- 5.0	1.8	3 3.9	9 1.0	1.7	7 2.0

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 17

Q12 : WHAT WAS THE FIRST BRAND OF CIGAR YOU SMOKED?

			ANDS US						MENTI	ONED	
	TOTAL	AR- TURO FU- ENTE		DAVID OFF	MACA-	PAR- TAGAS	AR-	AVO	DAVID	MACA- NUDO	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
HAMLET		- -	-	-	- -	- -	-	-	<u>-</u>	-	- -
HENRI WINTERMANS	-	-	-	-	-	-	-	_	-	- -	-
HOYO DE MONTEREY	6 2.0		2 28.6	-	1 1.7						5 2.5
J.R.	1 0.3	-	-	-	-	-	-	-		_	-
JUEN CLEMENTE	1 0.3	-	-	-	-	-		-	-		_
LA GLORIA CUBANA	1 0.3		-	-	-	-	_			-	1 0.5
MACANUDO	34 11.2			3 33.3							
MONTE CRISTO	2 0.7			-							_
MONTECRUZ	2 0.7		-	-	-	-	_		_		
OSCAR	-	-	-	-	-	<u>-</u>	-	-	-		-
PARTAGAS	7 2.3			-	-	5.0					
PLEIADES	1 0.3		-	_						0.4	
PRIMO DEL REY	-	-	_	-	. <u>.</u>	. <u>.</u>					

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 17
Q12 : WHAT WAS THE FIRST BRAND OF CIGAR YOU SMOKED?

		BR	ANDS U	SED MO		EN			MENTI	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID	MACA- NUDO	
BASE - total respondents	304			9							199
PUNCH	3 1.0	- -	1 14.3	-	-	1 5.0					
RAMON ALLONES	- -	- -	-	-	-	-		-		-	-
ROMEO Y JULIETA	3 1.0	-	- -	-	-	-	_			0.4	_
ROYAL JAMICA	2 0.7		-	- -	- -					1 0.4	_
SIMON BOLIVAR	-	- -	- -	-	- -	-	-		-		-
TE-AMO	5 1.6			- -			3 1.8		_		
TEMPLE HALL	-	- -	-	, -	-	- -	-				-
THOMPSON	3 1.0		-		-		_			1 0.4	
ZINO	0.7		- -		-	_					
ALIADOS	-	-	-	-				-	-	- -	-
ANTONIO & CLEOPATRA	7 2.3				- -	1 5.0			-		-
CASABLANCA	-		-	-	-	-			· -		<u>-</u>
CROOKS	3 1.0			-	_		2 1.2		1 1.0		_

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 17

Q12 : WHAT WAS THE FIRST BRAND OF CIGAR YOU SMOKED?

						ST OFTE			BRANDS		ONED	
	TOTAL	AR- TURO FU- ENTE	AVO		DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	TAGAS
BASE - total respondents	304				9		20		102			
CUBAN (NS)	-	-		- -	- -	- -	-	- -	-	- -	-	-
DON THOMAS	2 0.7	-		-	-	- -	-			2 2.0		
DUTCH MASTERS	11 .3.6			- -	- -	4 6.9	- -	_				
EL PRODUCTO	5 1.6			-	<u>-</u> -	3 5.2	1 5.0					
GARCIA VEGA	5 1.6			<u>-</u>	-	3 5.2		2 1.2				
HAVA TAMPA	15 4.9			1 . 3		_						
LA UNICA	1 0.3			-	-	- , -	-					_
LICINCIADOS	-	-		-	-	- -	- -	-	- -	-		-
MONTE CARLO	-			-	- -	- -	-	-		-	-	-
MUNI MAKERS	0.7			-	-	· -	-	2 1.2			0.8	
NAT SHERMAN	, -			- -	-	- -	- -	- -				-
ONYX	-	- -		-	-	-		-	- -	- -	-	-
PHILLIES	10 3.3			- -	-	-	1 5.0		2.0		8.3.3	

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BANNER 2 TABLE 17

Q12 : WHAT WAS THE FIRST BRAND OF CIGAR YOU SMOKED?

		BRANDS USED MOST OFTEN BRAND					BRANDS	MENTIC	MACA- PAR-		
	TOTAL	FU- ENTE		DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	NUDO	TAGAS
BASE - total respondents	304	33	7						98		
PAUL GAMARIAN	-	-	-	-	-	-	-	- -	- -	-	- -
PORLARRANGA	2 0.7		-	-	-	1 5.0			2 2.0		2 1.0
ROBERT BURNS	4 1.3	1 3.0	-	-	1 1.7		1 0.6		-	2 0.8	2 1.0
SWISHER SWEETS	28 9.2	5 15.2	-	2 22.2			17 10.4		10 10.2		16 8.0
TIPARILLO	5 1.6	1 3.0	-	-	-		2 1.2		1.0		1 0.5
TROYA	-	-	-	-	- -	-	<u>-</u> -	-	<u>-</u>	-	-
WHITE OWL	13 4.3		-	-	5 8.6						7 3.5
DON'T KNOW	46 15.1	_			9 15.5				15 15.3	34 14.2	
NONE	-	-	- -	-	-	-	- -	-	-	-	-
OTHER	44 14.5		-	-	7 12.1		20 12.3		11 11.2		29 14.6
TOTAL	304 100.0	33 100.0	7		58 100.0		163 100.0			239 100.0	199 100.0

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 18
Q13 : IN JUST THE PAST YEAR, WHAT BRANDS OF CIGARS HAVE YOU SMOKED?

		BRANDS USED MOST OFTEN										
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	TAGAS	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
ARTURO FUENTE	130 42.8	28 84.8	2 28.6	4 44.4	12 20.7	12 60.0	130 79.8	58 56.9	56 57.1	105 43.9	105 52.8	
ASHTON	54 17.8	8 24.2	3 42.9	1 11.1	6 10.3	4 20.0	41 25.2	30 29.4	24 24.5	49 20.5	49 24.6	
AVO	83 27.3	12 36.4	6 85.7	9 100.0	9 15.5	9 4 5.0	61 37.4	83 81.4	49 50.0	70 29.3		
BACCARAT	10			- -	1 1.7					9 3.8		
BERING	9 3.0	2 6.1	- -	1 11.1	2 3.4	-	5 3.1	4 3.9	4 4.1	6 2.5		
COHIBA	45 14.8	7 21.2	1 14.3		7 12.1	4 20.0				36 15.1		
CUESTA REY		3 9.1	- -	<u>-</u> 	2 3.4	1 5.0	16 9.8	14 13.7	8 8.2	20 8.4	18 9.0	
DAVIDOFF	71 23.4	14 42.4	. 4 57.1	8 88.9	7 12.1	7 35.0	53 32.5	45 44.1	71 72.4	59 24.7	61 30.7	
DON DIEGO	14 4.6	3 9.1	- -	- -	2 3.4	2 10.0	9 5.5	4 3.9	7 7.1	12 5.0	12 6.0	
DUNHILL		12 36.4		3 33.3		7 35.0				58 24.3	56 28.1	
EXCALIBAR	8 2.6	1 3.0	- -	1 11.1	- -	1 5.0	6 3.7	3 2.9		6 2.5		
GRIFFINS	15 4.9		3 42.9	1 11.1	1.7	3 15.0	12 7.4	12 11.8	11 11.2	14 5.9	13 6.5	
H. UPMANN	116 38.2	18 54.5	4 57.1	3 33.3	17 29.3	9 45.0	73 44.8	46 45.1	45 45.9	95 39.7	86 43.2	

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 18
Q13 : IN JUST THE PAST YEAR, WHAT BRANDS OF CIGARS HAVE YOU SMOKED?

				SED MO			I			ONED	
	TOTAL	AR- TURO FU-		DAVID OFF	MACA- NUDO	PAR- TAGAS	AR-	OVA	DAVID OFF	MACA- NUDO	
BASE - total respondents	304	33	7	' 9	58	20	163	102	98	239	199
HAMLET	-	-	-	· -	-	-	<u>-</u> -	-	-	-	-
HENRI WINTERMANS	2 0.7	_	-	· -	-		1 0.6		- -	2 0.8	1 0.5
HOYO DE MONTEREY	77 25.3			2 22.2	6 10.3		53 32.5		36 36.7	62 25.9	
J.R.	22 7.2	4 12.1		11.1	3 5.2		14 8.6				16 8.0
JUEN CLEMENTE	1 0.3		-	- -		_		_			1 0.5
LA GLORIA CUBANA	58 19.1	6 18.2		2 2 5 22.2			43 26.4				49 24.6
MACANUDO	173 56.9		71.4	3 1 33.3	48 82.8						
MONTE CRISTO	34 11.2			l 1 3 11.1			20 12.3			30 12.6	28 14.1
MONTECRUZ	18 5.9	_		- 	2 3.4					14 5.9	
OSCAR	1.3		-	- -	-		-		3 3.1		_
PARTAGAS	143 47.0				27 46.6		94 57.7		56 57.1		143 71.9
PLEIADES	15 4.9			- 1 - 11.1		3 15.0				15 6.3	
PRIMO DEL REY	5 1.6			- 	-		5 3.1			4 1.7	-

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 18
Q13 : IN JUST THE PAST YEAR, WHAT BRANDS OF CIGARS HAVE YOU SMOKED?

		BRA	ANDS US	SED MO	ST OFT	EN	1	BRANDS	MENTI	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA-	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF		
BASE - total respondents	304	33	7			20	163	102	98	239	199
PUNCH	62	8	1		9	6	43	26	27	50	42
	62 20.4	24.2	14.3	-	15.5	30.0	26.4	25.5	27.6	20.9	21.1
RAMON ALLONES	5 1.6		-		2 3.4		2 1.2		1.0		5 2.5
ROMEO Y JULIETA	35	3	1	2	3	7	25	22	17	27	29
	11.5	9.1	14.3	22.2	5.2	35.0	15.3	21.6	17.3	11.3	14.6
ROYAL JAMICA	28			_	4	1	18	10	13	26	21
	9.2									10.9	
SIMON BOLIVAR	1		_	-	_	_	-	-	-	1	_
	0.3	-	-	-	• •	-	-	-	-	0.4	-
TE-AMO		5			2	_	23		12	26	27
	9.9	15.2	-	-	3.4	10.0	14.1	9.8	12.2	10.9	13.6
TEMPLE HALL	15			1		2		9		13	
	4.9	3.0	-	11.1	-	10.0	5.5	8.8	10.2	5.4	6.5
THOMPSON	9				2					_	_
	3.0	3.0	-	11.1	3.4	_	1.8	2.0	1.0	2.5	2.5
ZINO	21	-	2 28.6	2		1		14		19	
	6.9	15.2	28.6	22.2	6.9	5.0	9.8	13.7	15.3	7.9	9.5
ALIADOS	7 2.3			- -		1 5.0		2 2.0			_
			_		1.7	5.0			2.0	2.9	3.0
ANTONIO & CLEOPATRA	5 1.6	-			-	.*	1.2			3 1.3	
CASABLANCA	5	2	_	_		·	4	1	າ	5	4
		6.1		-				1.0		2.1	
CROOKS	1	_	_	-	_	, -	1	_	1	1	- -
	0.3	-	_	-	-	-	0.6	-	1.0	0.4	-

BANNER 2
TABLE 18
Q13 : IN JUST THE PAST YEAR, WHAT BRANDS OF CIGARS HAVE YOU SMOKED?

		BRANDS USED MOST OFTEN BRANDS MENTIONED										
	TOTAL	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	NUDO	PAR- TAGAS	
200												
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
CUBAN (NS)	3		-	_	1		_		-		1	
	1.0	-	-	-	1.7	_	1.2	-	-	0.4	0.5	
DON THOMAS	3 1.0	1 3.0	-	-	-		_			3 1.3	2 1.0	
DUTCH MASTERS	5	-	-	-	_		-	_	-	3	2	
	1.6	-	-	-	3.4	-	-	-	-	1.3	1.0	
EL PRODUCTO	3		-	-	_			-	-	2	_	
	1.0	_	-	-	1.7	-	-	-	-	0.8	0.5	
GARCIA VEGA	11 3.6	-	-	-	_		2 1.2			•	_	
HAVA TAMPA	_	_	_	_	_	_	_	_	_	_	_	
	-	-	-	_	-	-	-	-	-	-	-	
LA UNICA	4 1.3	1 3.0	-		-		_		1 1.0		-	
LICINCIADOS	22	4	_	1	1	1	16	7	8	16	12	
	7.2	12.1		11.1								
MONTE CARLO	6		-	-			-		-	6	4	
	2.0	-	-	-	5.2	-	1.8	1.0	-	2.5	2.0	
MUNI MAKERS	4 1.3	1 3.0	-		1 1.7		3 1.8					
NAT SHERMAN	5		1 14.3	-	1		4			4	5	
	1.6	3.0	14.3	-	1.7	-	2.5	1.0	2.0	1.7	2.5	
ONYX	7 2.3		-				5 3.1	-	_			
PHILLIES	1 0.3	-	- -	- -	- -		-		-	-		

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 18
Q13 : IN JUST THE PAST YEAR, WHAT BRANDS OF CIGARS HAVE YOU SMOKED?

		BRA			ST OFTE					ONED	
	TOTAL	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
PAUL GAMARIAN	4 1.3	1 3.0			1 1.7		1 0.6			3 1.3	
PORLARRANGA		1 3.0	-	-	-		1 0.6		1 1.0	-	-
ROBERT BURNS	-	-	- -	-	-	-	-	-	-	- -	-
SWISHER SWEETS	7 2.3		- -	-	2 3.4	- -	1 0.6		1 1.0	5 2.1	
TIPARILLO	0.3	-	<u>-</u>	- -	-	-	. -	-	<u>-</u> -	-	-
TROYA	5 1.6	1 3.0		1 11.1		~ -	4 2.5	4 3.9	_	5 2.1	_
WHITE OWL	3 1.0	1 3.0	- -	- -	1 1.7	- -	1 0.6	1.0	1 1.0	3 1.3	
DON'T KNOW	6 2.0	1 3.0	-	- -		1 5.0	3 1.8	1.0		4 1.7	-
NONE	3 1.0	-	- -	- -	1 1.7	- -	1 0.6	-		2 0.8	-
OTHER	61 20.1	5 15.2			9 15.5					46 19.2	
TOTAL	1582 520.4	233 706.1	44 628.6								1250 628.1

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2
TABLE 19
Q14 : WHAT OTHER BRANDS OF CIGARS HAVE YOU EVER SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
ARTURO FUENTE	16 5.3			1 11.1	1 1.7				8 8.2		
A CHIMON				_		_					
ASHTON	13 4.3			1 11.1		3 15.0					12 6.0
AVO	10	_	-	_	2	3	7	10	5	10	10
	3.3		-	-	3.4	15.0	4.3				5.0
BACCARAT	4	_	1	_	1	_	3	4	3	3	3
			14.3		1.7		1.8	_	_		
BERING	7		_				_	_	_	_	_
DEKING	2.3					-			_		7 3.5
							• • • • • • • • • • • • • • • • • • • •				3.3
COHIBA	20 6.6			$\begin{array}{c} 1\\11.1\end{array}$		3 15.0			-		
			20.0	11.1	3.4	15.0	8.6	12.7	7.1	6.7	8.5
CUESTA REY	9		_	_	2	-	7		_	_	9
	3.0	3.0	14.3	11.1	3.4	-	4.3	4.9	6.1	3.3	4.5
DAVIDOFF	14	1	_	-	1	2	10	7	14	13	12
	4.6	3.0	-	-	1.7	10.0			14.3	5.4	6.0
DON DIEGO	6	1	_	_	_	2	3	2	1	5	5
	2.0	3.0			-	10.0					
DUNHILL	29	3	1	1	4	2	18	12	13	22	19
	9.5			_		10.0					
EXCALIBAR	2	_		_		1	2	-	_	_	_
	0.7					1 5.0					2 1.0
GRIFFINS	6	1	_	_		1	5	4	4	4	5
	2.0					5.0			_	-	_
H. UPMANN	29	2	1	2	7	4	18	11	12	23	23
•	9.5				12.1	20.0	11.0	10.8	12.2	9.6	11.6

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 19
Q14 : WHAT OTHER BRANDS OF CIGARS HAVE YOU EVER SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	AR- TURO FU-	AVO	DAVID	MACA- NUDO		AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
HAMLET	-	-	-	-	- -	-	-	-	-	-	-
1171\17 T 1171\1700											
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	20	1			3						
	6.6	3.0	-	11.1	5.2	15.0	8.6	7.8	11.2	7.1	9.0
J.R.	7 2.3		· -	-	1 1.7					-	
TITLE OF PARTY											
JUEN CLEMENTE	1.3	-	-	-	-			4 3.9			_
LA GLORIA CUBANA	9	1	_		1	1	8	6	4	8	8
	3.0	3.0	-	-	1.7		_				-
MACANUDO	23	3			2	1			6	23	16
	7.6	9.1	14.3	11.1	3.4	5.0	10.4	7.8	6.1	9.6	8.0
MONTE CRISTO	14 4.6	1	_		3		8				
	4.6	3.0	14.3	11.1	5.2	-	4.9	5.9	6.1	4.6	5.0
MONTECRUZ	9 3.0	-	-	-	_	2 10.0	5 3.1				_
OSCAR	5	_	1	_	_		5	4	4	2	5
	1.6	-					_				_
PARTAGAS	29 9.5	1 3.0		2 22.2		1 5.0					_
PLEIADES	3	1	_	_		_	2	2	2	2	2
 7 -	1.0			-			1.2		_	_	
PRIMO DEL REY	5 1.6	4 12.1		-	1 1.7	- -	_		_		

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2
TABLE 19
Q14: WHAT OTHER BRANDS OF CIGARS HAVE YOU EVER SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
PUNCH	18 5.9	_		1 11.1	2 3.4			11 10.8			
RAMON ALLONES	3 1.0	-			- -	1 5.0				-	-
ROMEO Y JULIETA	16 5.3	4 12.1			2 3.4					16 6.7	
ROYAL JAMICA	20 6.6	3 9.1		2 22.2		2 10.0	14 8.6			18 7.5	
SIMON BOLIVAR	-		-	-	-	-					<u>-</u>
TE-AMO	12 3.9	1 3.0	1 14.3		1 1.7				5 5.1		_
TEMPLE HALL	6 2.0		-			2 10.0		_		_	
THOMPSON	2 0.7		-	· _	· _	<u>-</u>	2 1.2		_	_	1 0.5
ZINO	8 2.6	1 3.0	1 14.3	-	1.7			5 4.9	5 5.1	5 2.1	-
ALIADOS	2 0.7				1 1.7				1.0	_	2 1.0
ANTONIO & CLEOPATRA	6 2.0						2 1.2			3	3 1.5
CASABLANCA	2 0.7			1 11.1			2 1.2				_
CROOKS	0.3		-	-		-		1.0	-	1 0.4	

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 19
Q14: WHAT OTHER BRANDS OF CIGARS HAVE YOU EVER SMOKED?

		ST OFT	BRANDS MENTIONED								
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	TAGAS
BASE - total	304			9			163		98		
respondents											222
CUBAN (NS)	3 1.0	3.0					1 0.6				<u>-</u>
DON THOMAS	3	1	_	_	_	_	2	2	1	2	2
	1.0	_	-								1.0
DUTCH MASTERS	12		-		5		4	_			-
	3.9		-	-	8.6	_	2.5	1.0	3.1	3.8	3.0
EL PRODUCTO	. 8 2 . 6		-	-	1 1.7		_			-	4 2.0
GARCIA VEGA	11 3.6			-			7 4.3				7 3.5
HAVA TAMPA	6	_	1		1		3		–		
***************************************	2.0				1.7		1.8			-	
LA UNICA	-	-	-								-
	-	-	-	-	-	-	-	-	-	-	-
LICINCIADOS	5 1.6				1 1.7	_				3 1.3	
MONTE CARLO	3										_
	1.0		-	-	-	5.0	1.8	2.0	2.0	0.8	1.0
MUNI MAKERS	-	-	-						-	-	-
NAT SHERMAN	10.3		-					_			
ONYX	2		_	_				2.0			
ONIA	0.7					5.0		2.0		0.8	
PHILLIES	. 3				2	-	-	-	1	-	
	1.0	-	-	-	3.4	-	-	-	1.0	1.3	0.5

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2
TABLE 19
Q14 : WHAT OTHER BRANDS OF CIGARS HAVE YOU EVER SMOKED?

		BRANDS USED MOST OFTEN BR						BRANDS	NDS MENTIONED			
	TOTAL	AR- TURO FU-	OVA	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO		MACA- NUDO	TAGAS	
BASE - total respondents												
PAUL GAMARIAN	0.3	-		1 11.1		-			1.0	0.4		
PORLARRANGA	2 0.7		-	-	- -	-	2 1.2			2 0.8	_	
ROBERT BURNS	0.3	_	-	-	-	-	1 0.6	_	1.0			
SWISHER SWEETS	11 3.6			- -	1 1.7			3 2.9		8 3.3	_	
TIPARILLO	0.3	-	-	1 11.1				1.0		-	1 0.5	
TROYA	2 0.7			- -				1.0	1 1.0		_	
WHITE OWL	12 3.9				3 5.2	1 5.0		2 2.0	5 5.1			
DON'T KNOW	27 8.9			-	8 13.8	1 5.0	11 6.7	6 5.9	7 7.1	20 8.4	17 8.5	
NONE	68 22.4		1 14.3		12 20.7		32 19.6		17 17.3		42 21.1	
OTHER		3 9.1	-	1 11.1	5 8.6	1 5.0	19 11.7	12 11.8	11 11.2		22 11.1	
TOTAL		60 181.8							268 273.5		453 227.6	

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BANNER 2
TABLE 20
Q15 : WHAT'S THE BEST BRAND OF CIGAR YOU HAVE EVER SMOKED?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED			
	TOTAL	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	TAGAS
BASE - total respondents	304	33	7				163		98		
ARTURO FUENTE	15 4.9						15 9.2				
ASHTON	6 2.0	1 3.0		- 	1 1.7		_		-	_	
AVO	8 2.6	-	_		-		5 3.1				
BACCARAT	1 0.3		_		- -	- -		<u>-</u>		1 0.4	
BERING	1 0.3		-		-	-	-	- -	-	-	-
COHIBA	33 10.9	8 24.2	1 14.3	- -	3 5.2			16 15.7		26 10.9	
CUESTA REY	1 0.3		-	_	-	, <u>-</u>	- -	-	-	<u>-</u>	-
DAVIDOFF	21 6.9	2 6.1		77.8		3 15.0			21 21.4	17 7.1	
DON DIEGO	1 0.3	-	-								
DUNHILL	7 2.3	1 3.0					4 2.5		3 3.1		
EXCALIBAR	2 0.7		<u>-</u> -	-			2 1.2				
GRIFFINS	1 0.3		-	- -							
H. UPMANN	17 5.6		-		1 1.7		7 4.3				-

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BANNER 2
TABLE 20
Q15 : WHAT'S THE BEST BRAND OF CIGAR YOU HAVE EVER SMOKED?

		BRA	ANDS U	JSED MO	ST OFT	EN	1	BRANDS	MENTI	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	OVA	DAVID OFF	MACA- NUDO	
BASE - total respondents	304	33	-	7 9	. 58	20	163	102	98	239	199
HAMLET	- -	-		- 	-	-	-	- -	- -	-	-
HENRI WINTERMANS	-	- -		. <u>-</u>	-	-	-	- -	-	<u>-</u>	- -
HOYO DE MONTEREY	8 2.6		14.3	L -	-	- -	5 3.1				7 3.5
J.R.	4 1.3			. .	-	-	-		_	_	2 1.0
JUEN CLEMENTE	-	-		- 	- -	- -	- -	- -	-	-	-
LA GLORIA CUBANA	8 2.6	- -		- 	1 1.7		•				6 3.0
MACANUDO	49 16.1	_		- 	35 60.3	1 5.0				49 20.5	
MONTE CRISTO	12 3.9	_		- 	4 6.9						-
MONTECRUZ	0.3	-		- <u>-</u>	- -	_		_		1 0.4	
OSCAR	-	-	,	- 	- -	- -	- -	-	-	- -	-
PARTAGAS	20 6.6	_		- 1 - 11.1		8 40.0			4 4.1		
PLEIADES	2 0.7			- 	<u>-</u>	- -	_		_		2 1.0
PRIMO DEL REY		-						-	-		-

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BANNER 2
TABLE 20
Q15 : WHAT'S THE BEST BRAND OF CIGAR YOU HAVE EVER SMOKED?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED				
	TOTAL		AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO		
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
PUNCH	7 2.3		-	- -	-	-	4 2.5					
RAMON ALLONES	1 0.3	-	-	-	- -	-	1 0.6		1 1.0		_	
ROMEO Y JULIETA	10 3.3		-		3 5.2		7 4.3					
ROYAL JAMICA	3 1.0	1 3.0	-	-	-	-	_		- -	3 1.3	1 0.5	
SIMON BOLIVAR	1 0.3		-	-	-	- -	_		_	_		
TE-AMO	-	-	-	-	- -	-			<u>-</u>	- -	-	
TEMPLE HALL	3 1.0		-	-	- -	-	_			3 1.3		
THOMPSON	- -	-	-	-	-	- -	-		-	-	-	
ZINO	0.3			-	-, -	- -	-	-	-	- -	-	
ALIADOS	3 1.0		-	-	-	-	2 1.2		-		-	
ANTONIO & CLEOPATRA	1 0.3		-		- -	<i>-</i> -	-		-	-	- -	
CASABLANCA	2 0.7		- -	-	-	· _	-		_			
CROOKS	7	-	-	· _	-	-				-	- -	

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BANNER 2 TABLE 20

Q15 : WHAT'S THE BEST BRAND OF CIGAR YOU HAVE EVER SMOKED?

AR-TURO FUNC AVO POFF NUDO PAGAS TURO TURO ENTE TURO ENTE			BRANDS USED MOST OFTEN					BRANDS MENTIONED				
BASE - total respondents 304 33 7 9 58 20 163 102 98 239 199 CUBAN (NS) 2,7 1 - - - - - 1 1 1 4 1 DON THOMAS -			AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	OVA	DAVID		
PARTITION OF THE PROPORTION OF												
DON THOMAS 1.2 1.0 1.0 1.7 0.5 DON THOMAS 1.2 1.0 1.0 1.7 0.5 DUTCH MASTERS 1.2 1.0 1.0 1.7 0.5 DUTCH MASTERS 1.2 1.0 1.0 1.0 1.7 0.5 EL PRODUCTO 1.2 1.0 1.0 1.0 1.7 0.5 EL PRODUCTO 1.2 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0		304	33	7	9	58	20	163	102	98	239	199
DON THOMAS C C C C C C C C C	CUBAN (NS)	7	1	_	_	_	_	2	1	1	4	1
DUTCH MASTERS 2 0.7 1 1		2.3	3.0	-	-	-						-
DUTCH MASTERS 2	DON THOMAS	-	-	-	_	-	-	_	_	-	_	_
EL PRODUCTO		-	-	-	-	-	-	-	-	-	-	-
EL PRODUCTO	DUTCH MASTERS	2	_	-	_	_	_	1	_	_	_	_
GARCIA VEGA 1		0.7	-	-	-	-				-	_	-
GARCIA VEGA 1	EL PRODUCTO	_	_	_								
HAVA TAMPA 1 1			-	-	_	_	_		-	-	-	-
HAVA TAMPA 1 1	GARCIA VEGA	,										
LA UNICA LA UNICA 1	GIRCIA VIOA		_	-		_	_	-	_	-	-	-
LA UNICA LA UNICA 1	773.173											
LA UNICA	HAVA TAMPA			_				-	-	-		-
LICINCIADOS 5 1 1 2 4 3 3 1 5 1 5 1 5 1 5 1 5 1 5 1 5 1 5 1 5		0.5				1.7		_	-	-	0.4	-
LICINCIADOS	LA UNICA	-	-	-	-		-	-	-	-	-	-
1.6 3.0 3.1 1.0 2.0 1.7 1.5 MONTE CARLO		-	_	-	-		-	-	-	-	-	-
MONTE CARLO	LICINCIADOS			-	-	-	-				4	3
MUNI MAKERS		1.6	3.0	~	-	-		3.1	1.0	2.0	1.7	1.5
MUNI MAKERS	MONTE CARLO	-	-	-	-	-	_	-	_	_	_	_
NAT SHERMAN		-	-	-	-	-	-	-	-	-	-	-
NAT SHERMAN	MUNI MAKERS	_	_	_	-	-	_	_	-	_	_	_
ONYX		-	-	_	-	-	-	-	-	-	_	-
ONYX	NAT SHERMAN	_	_	_	_	_	_	_				
PHILLIES		-	-	_	-	_	_	-	-	-	-	-
PHILLIES	ONYX											
		-	-	-				-	-	-	-	-
	DUTITIES											
	E11THTE9	-	-						-		-	<u>.</u>

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BANNER 2
TABLE 20

Q15 : WHAT'S THE BEST BRAND OF CIGAR YOU HAVE EVER SMOKED?

		BRANDS USED MOST OFTEN									
	TOTAL	AR- TURO FU- ENTE	AVO		MACA- NUDO	PAR- TAGAS	AR- TURO	AVO		MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
PAUL GAMARIAN	1	_	_	-	_	_	_	_	_	1	1
	0.3	-	-	-	-	-	-	-	-	0.4	0.5
PORLARRANGA	1	_	_	_	-	_	1	_	_	1	_
	0.3	-	-	-	-	-	0.6	-	-	0.4	_
ROBERT BURNS	-	_	_	_	_	_	_				
	-	-	-	_	_	-	_	-	_	_	-
SWISHER SWEETS	_	_	_	_	_						
	-	-	-	_	_	_	_	-	-	-	-
TIPARILLO	_	_									
111.11110	_	_	-	-	_	-	_	-	-	-	-
TROYA											
INVIA	_	-	-	_	_	_	_	-	-	-	-
WHITE OWL											
MILLE ONE	-	_	-	-	-	-	_	-	-	-	-
DON'T KNOW	6						_				
DON 1 MOW	2.0	-	-	-	-	1 5.0	3 1.8	2.9	1 1.0		3 1.5
NONE	7				_						
MOME	2.3	-	-	-	1 1.7	-	2 1.2	1.0	-	4 1.7	0.5
OTHER	22				_						
OTHER	23 7.6	2 6.1	-	-	2 3.4	-	10 6.1	5 4.9	5.1	15 6.3	13 6.5
TOTAL	304	33	7	9	58	20	163	102	98	239	199
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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BANNER 2 TABLE 21

Q16 : IS THAT THE BRAND YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED			
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents minus none/dk	291	33	7	9	57	19	158	98	97	231	195
YES	125 43.0	11 33.3	4 57.1	7 77.8	33 57.9	6 31.6	56 35.4		39 40.2	95 41.1	72 36.9
NO	166 57.0	22 66.7	3 42.9	2 22.2	24 42.1	13 68.4	102 64.6	62 63.3	58 59.8	136 58.9	123 63.1
TOTAL	291 100.0	33 100.0	7	9	57 100.0	19 100.0	158 100.0	98 100.0	97 100.0	231 100.0	195 100.0

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 22
Q16A: WHY IS THE BEST BRAND YOU EVER SMOKED NOT THE BRAND YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED				
	TOTAL	AR- TURO FU-		DAVID	MACA-		AR- TURO	AVO	DAVID OFF	MACA- NUDO		
BASE - total respondents not smoke best brand most often	166	22	3	2	24	13				136	123	
PRICE/VALUE (NET)	84	13	2	1	12	5	47	24	32	68	58	
	50.6	59.1	66.7	50.0	50.0	38.5	46.1	38.7	55.2	50.0	47.2	
TOO EXPENSIVE/CAN'T AFFORD	58 34.9		1 33.3		7 29.2	4 30.8	33 32.4				38 30.9	
PRICE	2 1.2	1 4.5	-	-	-	-	1.0		- -	2 1.5	2 1.6	
\$1 TO \$5 A PIECE	7 4.2	1 4.5	-	-	-	- -	3 2.9		<u>-</u>	6 4.4	4 3.3	
\$6 TO \$10 PIECE	12 7.2	3 13.6	<u>-</u>	- -	3 12.5	1 7.7	-		_			
\$11 TO \$15 A PIECE	4 2.4	· -	- -	_	_			_	_	_	3 2.4	
\$16 TO \$20 A PIECE	3 1.8	1 4.5	-	-	-	- -	2.0		1 1.7	_	3 2.4	
\$30 A PIECE	1 0.6	-	-	-	<u>-</u>	-	1.0		1 1.7	_	1 0.8	
\$40 A PIECE	2 1.2	-	1 33.3		-	-	1 1.0	_	_	_	1 0.8	
OTHER PRICE/VALUE COMMENTS	1 0.6	1 4.5	-	-	-	-	1.0		-	1 0.7	0.8	
AVAILABILITY (NET)	89	14	2	1	17	5	56	34	33	72	65	
	53.6	63.6	66.7	50.0	70.8	38.5	54.9	54.8	56.9	52.9	52.8	
ILLEGAL IN U.S./CUBAN CIGARS ILLEGAL TO IMPORT		9 40.9	2 66.7		11 45.8	-		25 40.3			46 37.4	
LIMITED AVAILABILITY/ HARD TO FIND	23 13.9	4 18.2		-	4 16.7	1 7.7			_	18 13.2		

BANNER 2
TABLE 22
Q16A: WHY IS THE BEST BRAND YOU EVER SMOKED NOT THE BRAND YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	OVA	DAVID	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	
BASE - total respondents not smoke best brand most often	166	22	3	3 2	24	13	102	62	58	136	123	
NOT AVAILABLE AT LOCAL STORES	5 3.0			- -	1 4.2		3 2.9			_	3 2.4	
TOBACCO/CIGAR STORES RARE/SPARSE	2 1.2	- -		- 	1 4.2	1 7.7	_	_	_	_	2 1.6	
SELLS OUT FAST	1 0.6	-		- 	-	1 7.7	_	_	_		0.8	
HAVE TO ORDER BY MAIL	3 1.8			- 	1 4.2	- -	2.0		_	_	3 2.4	
OTHER AVAILABILITY COMMENTS	3 1.8		,	- -		-		_		2 1.5	0.8	
MISCELLANEOUS (NET)	27	4			3	2	16	11	6	20	21	
	16.3	18.2			12.5	15.4	15.7	17.7	10.3	14.7	17.1	
NO USUAL BRAND	14 8.4	2 9.1		- 		2 15.4	_				11 8.9	
SAVE FOR SPECIAL OCCASSIONS	3 1.8			- 	1 4.2		•		_	_	3 2.4	
PREFER MACANUDA	3 1.8			- 			1.0		-	_	3 2.4	
PREFER TASTE OF OTHER BRAND	2 1.2			- ` <i>-</i> 	-		-	_			2 1.6	
OTHER MISCELLANEOUS COMMENTS	9 5.4	_		- 	_		-				5 4.1	
DON'T KNOW	-	-		- 		-				- -	- -	
NOTHING	- -	- -		 	- -	· -				-	·_ -	

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BANNER 2 TABLE 22

Q16A: WHY IS THE BEST BRAND YOU EVER SMOKED NOT THE BRAND YOU SMOKE MOST OFTEN?

		BRA	ANDS U	SED MOS	I	BRANDS	MENTI	ONED			
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents not smoke best brand most often	166	22	3	2	24	13	102	62	58	136	123
TOTAL	217 130.7	35 159.1	4 133.3	2 100.0		13 100.0	131 128.4	76 122.6	79 136.2	173 127.2	157 127.6

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 23

Q17 : WHAT BRAND DO YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL		AVO		MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE		DAVID OFF	MACA- NUDO	
BASE - total respondents not smoke best brand most often	166	22	;	3 2	24			62			123
ARTURO FUENTE	22 13.3	22 100.0		 	-		22 21.6		12 20.7		
ASHTON	1 0.6			 	- -	-	-	1 1.6			
AVO	3 1.8		100.		<u>-</u>	-	2.0				
BACCARAT	1 0.6			<u>-</u> -	- -	-	-		-	_	
BERING	-	-		- · -	- -	-	-	-	-	-	- -
COHIBA	-	-		 	. <u>-</u>	-	-	-	-	-	- -
CUESTA REY	1 0.6			 	. <u>-</u>	-					
DAVIDOFF	2 1.2			- 2 - 100.0		-	_				
DON DIEGO	1 0.6				. <u>-</u>	- -	_		_		
DUNHILL	2 1.2			<u> </u>	- 		_		-	-	
EXCALIBAR	1 0.6			<u>.</u> .	 				-		
GRIFFINS	-			 	. <u>-</u>	-	-		-	-	-
H. UPMANN	3 1.8				. <u>-</u>		1.0		2 3.4		1 0.8

BANNER 2
TABLE 23
Q17 : WHAT BRAND DO YOU SMOKE MOST OFTEN?

				SED MO			I			ONED	
	TOTAL	AR- TURO FU-		DAVID OFF	MACA-	PAR-	AR-	AVO	DAVID OFF	MACA- NUDO	
BASE - total respondents not smoke best brand most often	166	22	3	3 2	24	13	102	62	58	136	123
HAMLET	-	-	-	. <u>-</u>	-	-	- -	-	-	-	-
HENRI WINTERMANS	-	-	-	 -	-	<u>-</u>	- -	-	-	- -	-
HOYO DE MONTEREY	4 2.4		-	. <u>.</u>	- -	- -	2 2.0			_	
J.R.	5 3.0	_		- -	-	-	_		_	_	4 3.3
JUEN CLEMENTE	-	-		- 	-	-	-	- , -	-	-	<u>-</u>
LA GLORIA CUBANA	10 6.0			- 	- -	- -	9 8.8				10 8.1
MACANUDO	24 14.5		,		24 100.0		10 9.8			24 17.6	18 14.6
MONTE CRISTO	1 0.6		•	- 	-	- -	_			_	0.8
MONTECRUZ	3 1.8			- 	-	-		1 1.6		1 0.7	1 0.8
OSCAR	-	_		- 	-	- -	-	-	-	-	-
PARTAGAS	13 7.8			- 		13 100.0				11 8.1	
PLEIADES	1 0.6			 		-	-	1 1.6			
PRIMO DEL REY	- -	_			-	-		-	-	-	-

BANNER 2
TABLE 23
Q17 : WHAT BRAND DO YOU SMOKE MOST OFTEN?

	BRANDS USED MOST OFTEN					BRANDS MENTIONED						
	TOTAL	AR - TURO FU- ENTE	AVO		DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF		TAGAS
BASE - total respondents not smoke best brand most often	166	22		3	2	24	13	102	62	58	136	123
PUNCH	2 1.2			- -	-	. <u>-</u>	-		1 1.6		2 1.5	
RAMON ALLONES	-	-		-	-	-	-	-	-	-	-	-
ROMEO Y JULIETA	3 1.8			-	-	-	-	1.0			1 0.7	
ROYAL JAMICA	1 0.6			-	-	-		1.0			0.7	
SIMON BOLIVAR	- -	-		-	-	-		· -	-	-	<u>-</u>	- -
TE-AMO	3 1.8			-	-	-	-	2 2.0		2 3.4		
TEMPLE HALL	1 0.6			- -	- -	-	-	-		1 1.7		
THOMPSON	0.6			-	-	-	-	-	-		1 0.7	
ZINO	2 1.2			-	<u>-</u>	-		1.0			2 1.5	
ALIADOS	-			-	-		-	-		-	-	- ·
ANTONIO & CLEOPATRA	1.2	-		-	-	-		1.0		-	1 0.7	
CASABLANCA	2 1.2			-	-	<u> </u>					2 1.5	
CROOKS	<u>-</u>	· -		-	-	- -		-			-	- -

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BANNER 2 TABLE 23

Q17 : WHAT BRAND DO YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN				BRANDS MENTIONED					
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	TAGAS
BASE - total respondents not smoke best brand most often	166	22	;	3 2	24	13	102	62	58	136	123
CUBAN (NS)	_	_			_	_	-	_	_	_	_
	-	-			-	-	-	-	-	~	-
DON THOMAS	-	-		- -	<u>-</u>	-	- -	- -	-	-	-
DUTCH MASTERS											
DOICH MASIERS	-	-			-	-	-	-	-	-	-
EL PRODUCTO	-	-			-	-	-	-	_	_	-
	-	-			-	-	-	. -	-	-	-
GARCIA VEGA	2	-			-	-	-	_		2	_
	1.2	-			-	-	-	-	-	1.5	-
HAVA TAMPA	-	-			_	- -	-	-	-	-	-
										_	 .
LA UNICA	3 1.8				_				1		
	1.8	-			-	-	2.0	-	1.7	2.2	1.6
LICINCIADOS	3				-		_		1		
	1.8	-			-	-	2.0	1.6	1.7	2.2	0.8
MONTE CARLO	2				-	-			_	2	1
	1.2	-			-	-	1.0	_	-	1.5	0.8
MUNI MAKERS	1	-				-	_	_	-	~	_
	0.6	-			-	-	-	-	-	-	-
NAT SHERMAN	1	_		- -		-	1	. -	_	1	1.
	0.6	-			-				-		
ONYX	_	_				_	_	_	_	_	_
	-	-		- • -	-	_	-	-			
PHILLIES	1	_				_	1	1	_	. 1	1
	0.6						1.0			0.7	

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 23 Q17 : WHAT BRAND DO YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN				BRANDS MENTIONED					
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents not smoke best brand most often	166	22	3	2	24	13	102	62	58	136	123
PAUL GAMARIAN	1 0.6	-	-	<u>-</u>	-	-	1 1.0	1 1.6	1 1.7		1 0.8
PORLARRANGA	1 0.6	<u>-</u>	-	- -	<u>-</u> -	-	1.0	1 1.6	- -	0.7	1 0.8
ROBERT BURNS	-	-	-	 	-	-	-	-	· -	-	- -
SWISHER SWEETS	1 0.6	-	-	. <u>-</u>	-	<u>-</u>	-	. -	<u> </u>	-	1 0.8
TIPARILLO	-	-		. <u>-</u>	-	-	-	· -	<u>-</u>	-	-
TROYA	-	-		- 	-	-	-	-	-	- -	-
WHITE OWL	-	-		 	-	-	-	-	-	- -	-
DON'T KNOW	8 4.8	-		 	. <u>-</u>	-	-		2 3.4		3 2.4
NONE	10 6.0				. <u>-</u>	-	7 6.9				9 7.3
OTHER	17 10.2			 	. <u>-</u>	-					
TOTAL	166 100.0			3 2 0 100.0	24						

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 24

Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN									
	TOTAL	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR-	AVO	DAVID OFF	MACA- NUDO	
BASE - total respondents	304	33		7 9	58	20	163	102	98	239	199
TASTE/FLAVOR (NET)	198	16		6 5	40	9	102	72	64	162	132
	65.1	48.5	85.	7 55.6	69.0	45.0	62.6	70.6	65.3	67.8	66.3
MILD TASTE/FLAVOR/NOT TOO STRONG			28.	2 1 6 11.1						47 19.7	36 18.1
SMOOTH TASTE/FLAVOR/ NOT HARSH	61 20.1			3 3 9 33.3		3 15.0				47 19.7	_
RICH TASTE/FLAVOR		3 9.1			1.7		_			11 4.6	
ROBUST/FULL-FLAVORED	20 6.6				1.7	1 5.0		8.8	_	16 6.7	
CONSISTENT TASTE/ FLAVOR	7 2.3	_	14.	1 -	5.2		5 3.1	_			-
LIKE FRESHNESS	11 3.6				· 3		1.8			10 4.2	_
LIKE TASTE/FLAVOR (UNSPECIFIED)	25 8.2	1 3.0			1 7 1 12.1				: 8 3 8.2		
STRONG TASTE/FLAVOR	17 5.6				1.7			. 5			
NOT BURN MOUTH	12 3.9		14.	1 .3	- 4 - 6.9			_	-		_
SWEET TASTE/FLAVOR	16 5.3	1 3.0			- 3 - 5.2		3.1				
SPICY TASTE/FLAVOR		6.1			- 		. 5.5		7 3 9 3.1	_	_
GOOD TOBACCO TASTE/ FLAVOR	2 0.7				- 1 - 1.7			 	- 1.0		-

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED				
	TOTAL		AVO	DAVID OFF	MACA- NUDO	PAR-	AR- TURO FU- ENTE	AVO		MACA- NUDO	PAR- TAGAS	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
NUTTY COFFEE FLAVOR	6 2.0	-	-	-	-	- -	5 3.1		4 4.1	_	4 2.0	
CREAMY TASTE	2	_	_	-	_	_	2	2	_	2	2	
	0.7	-	-	-	-	-	1.2	_	-	0.8	1.0	
NOT BITTER	2	_	_	_	_	-	1		1	2	1	
	0.7	-	-	-	-	-	0.6	-	1.0	0.8	0.5	
DRY TASTE	2	-	-	-	_	-	1	_	_	-	2	
	0.7	-	-	-	• -	-	0.6	-	-	-	1.0	
OTHER TASTE/FLAVOR	. 11	1	-	1	. 3	-	9	6	5	9	7	
COMMENTS	3.6	3.0	-	11.1	5.2	-	5.5	5.9	5.1	3.8	3.5	
VARIETY (NET)	13	3	-	_	5	2	9	3	3	11	11	
	4.3	9.1	-	-	8.6	10.0	5.5	2.9	3.1	4.6	5.5	
VARIETY OF FLAVORS	6	1	_	_	2	1	4	2	1	5	5	
	2.0	3.0	-	-	3.4	5.0	2.5	2.0	1.0	2.1		
VARIETY OF SIZES	9	3	_	_	4	1	6	2	3	8	7	
	3.0	9.1	-		6.9	5.0	3.7	2.0	3.1	3.3	3.5	
OTHER VARIETY	+	-	-	-	_	_	-	-	-	-	-	
COMMENTS	-	-	-	-	-	-	-	-	-	-	-	
AVAILABILITY (NET)	18	3	-	. 1	. 6	2	9	5	7	14	13	
	5.9	9.1	-	11.1	10.3	10.0	5.5	4.9	7.1	5.9	6.5	
AVAILABLE/EASY TO	18	3	_	. 1	. 6	2	9	5	. 7	14	13	
FIND	5.9	9.1	-	11.1	. 10.3	10.0	5.5	4.9	7.1	5.9	6.5	
OTHER AVAILABILITY COMMENTS	-	-	-	· -	- -	-	-	-	-	-	- -	
QUALITY (NET)	127	15	3	. 7	28	9	74	: 43	51	. 103	90	
	41.8	45.5	42.9	77.8	48.3	45.0	45.4	42.2	52.0	43.1	45.2	

BANNER 2
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

						BRANDS MENTIONED					
	TOTAL	AR- TURO FU-	AVO	DAVID	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE			MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
GOOD QUALITY (UNSPECIFIED)	10 3.3	1 3.0		1 11.1	_		5 3.1		-		8 4.0
WELL MADE/GOOD QUALITY/CONSTRUCTION	34 11.2	7 21.2	-	2 22.2			_				26 13.1
CONSISTENT QUALITY	26 8.6	7 21.2	-	2 22.2							20 10.1
HIGH GRADE TOBACCO/ BLEND OF TOBACCO	12 3.9	2 6.1				2 10.0	-		6 6.1		11 5.5
WELL ROLLED/WRAPPED	11 3.6			1 11.1	_		-			_	-
PACKED WELL/EVENLY	12 3.9		-	-	3 5.2			-	-		
BURNS/SMOKES WELL/ EVENLY	44 14.5	1 3.0		_							
EASY TO DRAW	29 9.5		_		6 10.3			_			
SMOKE DOWN TO END	6 2.0		-	1 11.1			3 1.8		-		
LASTS LONGER/BURNS A LONG TIME	6 2.0		_	-	1.7		_				_
GOOD AMOUNT OF SMOKE	2 0.7		-	-	-		2 1.2				
OTHER QUALITY COMMENTS	2 0.7		-	-	-		-		_	0.4	
STYLE/DESIGN (NET)	75	11	2	3	12	7	43	30	30	59	53
. 744	24.7	33.3	28.6	33.3	20.7	35.0	26.4	29.4	30.6	24.7	26.6

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BANNER 2
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN									
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	,	7 9	58	20	163	102	98	239	199
LIKE THE WRAPPER (UNSPECIFIED)	6 2.0	1 3.0		 		-	3 1.8				
MADURO WRAPPER	5 1.6			<u> </u>	<u> </u>		_		-		5 2.5
CONNECTICUT WRAPPER	3 1.0	- -	14.	_	1.7		2 1.2			_	3 1.5
BROWN WRAPPER	3 1.0				. <u>-</u>					-	
LIKE THE SIZE	18 5.9	2 6.1		- 2 - 22.2		5 25.0					
LIKE LARGER SIZE/ LARGER RING		1 3.0			. 2						-
MORE TOBACCO/LESS PAPER IN CIGAR	3 1.0	-			1.7		_	_	_		3 1.5
HAND MADE/ROLLED	12 3.9				- 2 - 3.4						
FULL BODIED	9 3.0	-	14.	1 .	- 4 - 6.9		3 1.8		-		
NATURAL WRAPPER	4 1.3			- : - 11.:	_		-	_			
SMALLER SIZE/SMALLER RING SIZE	3 1.0	-			- 1 - 1.7		1.2		- -	1.3	
TOBACCO/FILLERS AGED	4 1.3	1 3.0	14.	1 3	- 		1.8				
QUICK SMOKE	2 0.7	-			 		-	1.0	_	_	

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BANNER 2
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN										
	TOTAL	AR- TURO FU-		DAVID	MACA-	PAR- TAGAS	AR-		DAVID	MACA- NUDO	PAR-	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
OTHER STYLE/DESIGN COMMENTS	12 3.9	4 12.1	-	-	1 1.7						-	
PRICE/VALUE (NET)	74	10	-	3	6	3	48	21	31	62	55	
	24.3	30.3	-	33.3	10.3	15.0	29.4	20.6	31.6	25.9	27.6	
LESS EXPENSIVE/NOT EXPENSIVE	18 5.9	2 6.1	-	-	2 3.4							
GOOD/REASONABLE PRICE		3 9.1		-	-					20 8.4		
GOOD VALUE FOR THE MONEY	26 8.6	_		2 22.2						21 8.8		
\$1 TO \$5 A PIECE	11 3.6			-			9 5.5				-	
OTHER PRICE/VALUE COMMENTS	1 0.3			1 11.1			_				_	
APPEARANCE (NET)	-	-	-	-	-	-	-	-	-	-	-	
****	-	_	-	-	-	-	-	-	-	-	-	
OTHER APPEARANCE COMMENTS		-	- -	-	- -	- -	-	-	-	-	-	
MISCELLANEOUS (NET)	85	7	3	5	19	6	40	26	22	66	54	
	28.0	21.2	42.9	55.6	32.8	30.0	24.5	25.5	22.4	27.6	27.1	
LIKE THE OILS	2 0.7		1 14.3		-	1 5.0				0.8		
LIKE THE TEXTURE	5 1.6		-	· -	1 1.7	-		-	_			
LIKE SMELL/AROMA	30 9.9	_		_	7 12.1		15 9.2	11	-	10.0		

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRA	ANDS U	SED MOS	ST OFTI	ΞN	1	BRANDS	MENTI	ONED	
	TOTAL	AR- TURO FU-		DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE		DAVID	MACA- NUDO	
BASE - total respondents ·	304	33	7	9	58	20	163	102	98	239	199
LIKE THE ASH	7 2.3	-	-		1 1.7						
RELAXING/PLEASURABLE	7 2.3		-		_				1 1.0		_
DOMINICAN MADE	4 1.3	1 3.0	-	-	- -	-	_				
EVERYDAY CIGAR/CAN SMOKE EVERYDAY	2 0.7	1 3.0	-	1 11.1			_				
NO PROBLEMS/BAD EXPERIENCE	2 0.7	-	1 14.3			1 5.0	2 1.2				
AROMA NOT OFFENSIVE TO OTHERS	6 2.0		-		1 1.7		1.2			_	_
NAME BRAND RECOGNITION	3 1.0			1 11.1	1 1.7		1 0.6		2.0		
GOES WELL WITH ALCOHOL	2 0.7		-		-	-		_			
WOOD/CEDER BOX	1 0.3		-		_					_	
SMOKE AFTER A MEAL	2 0.7							-	-	0.4	
CUBAN	3 1.0		-		-		2 1.2		-	_	_
HIGH/UPPER CLASS	3 1.0		-	1 11.1			1 0.6				
SIMILAR TO CUBAN CIGAR	3 1.0		1 14.3				1.2				

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRA	INDS US	SED MOS	T OFTE	EN	I	BRANDS	MENTIC	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
HIGH RATING IN CIGAR AFICIONADO	0.7	-	-	-	-	- -	2 1.2	- -	1.0	2 0.8	1 0.5
OTHER MISCELLANEOUS COMMENTS	14 4.6	3.0	-	-	6 10.3	1 5.0	4 2.5	4 3.9		11 4.6	8 4.0
DON'T KNOW	0.7	-	-	- -	1 1.7	-	-	-	- -	2 0.8	-
NOTHING	0.3	-	-	-	-	- 	- -	-	- -	1 0.4	-
TOTAL	772 253.9	83 251.5	21 300.0	29 322.2		49 245.0		266 260.8		625 261.5	535 268.8

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 25
Q18B : WHAT WOULD YOU LIKE TO SEE IMPROVED ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

									BRANDS		ONED	
	TOTAL	AR- TURO FU- ENTE	AVO		DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE		DAVID OFF	MACA-	PAR- TAGAS
BASE - total respondents	304	33		7	9	58	20	163	102	98	239	199
TASTE/FLAVOR (NET)	18	2		-	1	6	-	7	3	4	15	7
The state of the s	5.9	6.1		-	11.1	10.3	-	4.3	2.9	4.1	6.3	3.5
FRESHER	6 2.0				1 11.1	2 3.4		2 1.2			5 2.1	
MILDER TASTE/FLAVOR/ NOT AS STRONG	6 2.0			-	-	3 5.2		1 0.6		-	5 2.1	
MAKE TASTE AS GOOD AS DAVIDOFF	2 0.7			- -	-	-		2 1.2		2 2.0	_	_
STAYS FRESH LONGER IN THE BOX		-		- -	-	- -		-		-	_	
OTHER TASTE/FLAVOR COMMENTS	2 0.7			-				1.2	_	1.0	_	
VARIETY (NET)	4	2		-	_	1	1	3	2	1	. 3	2
	1.3	6.1		-	-	1.7	5.0	1.8	2.0	1.0	1.3	1.0
DIFFERENT SIZE PACKAGES	4 1.3	2 6.1		-		1 1.7		3 1.8		1.0	-	_
OTHER VARIETY COMMENTS	1 0.3	1 3.0		-	-		-	1 0.6			0.4	_
AVAILABILITY (NET)	44	11		-	-	6	2	33	16	17	34	35
	14.5	33.3		_	-	10.3	10.0	20.2	15.7	17.3	14.2	17.6
MAKE MORE AVAILABLE	39 12.8	11 33.3		-				31 19.0	13 12.7	14 14.3	32	32 16.1
MAKE AVAILABLE IN U.S./NOT ILLEGAL	5 1.6	-		- -	-				2.9		0.8	-
OTHER AVAILABILITY COMMENTS	-			-			-		- -		- -	

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 25
Q18B : WHAT WOULD YOU LIKE TO SEE IMPROVED ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

				SED MO							
		AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	
BASE - total respondents	304	33	7	7 9	58	20	163	102	98	239	199
QUALITY (NET)	26	2	3	L -	4	-	14	6	8	21	18
	8.6	6.1	14.3	3 -	6.9	-	8.6	5.9	8.2	8.8	9.0
IMPROVE QUALITY OF	3	_	-		_	_	1	1	1	2	2
TOBACCO	1.0	-		-	-	-	0.6				
IMPROVE WAY CIGAR	7	1			1	_	5	3	3	6	5
BURNS/EVEN BURN		3.0			1.7	-	3.1				
MORE CONSISTENT	8	-	;	1 -	2	_	5	4	5	7	8
QUALITY	2.6	-	14.3	3 -	3.4	-	3.1	3.9	5.1	2.9	4.0
NO/LESS STEAMS	2	-				_	. <u>-</u>	_	_	1	1
	0.7	-			-	_	-	-	-	0.4	0.5
ROLL TIGHT/TIGHTER	4	1				_	. 2	-	1	4	2
	1.3	3.0			-	-	1.2	-	1.0	1.7	1.0
MOIST/NOT DRY	2	-	,		. 1	. -	. 2	: -	_	2	2
	0.7	-			1.7	' -	1.2	: -	-	0.8	1.0
BETTER QUALITY	. 3	_					. 1	_	_	1	_
CONSTRUCTION/NOT FALL APART		-			-		0.6		-	0.4	-
OTHER QUALITY	2	1					. 1		. 1	. 2	2
COMMENTS		3.0				·	0.6			_	_
STYLE/DESIGN (NET)	22	2		1 -	- 8	3 1	. 9	5	4	17	12
The first section of the section of	7.2	6.1	14.	3 -	- 13.8	5.0	5.5	4.9	4.1	7.1	6.0
LARGER/BIGGER SIZE	11				. 5		- 3	1 1	_	. 8	. 4
					8.6					3.3	
DIFFERENT TYPE	1	. 1					- 1	. 1			. 1
WRAPPER	0.3	3.0					0.6	1.0			
MUDURO WRAPPER/DARK MUDURO COLOUR	2				- 1		-				
MODOKO COTOOK	0.7	-			· ±.7	, -		-	-	0.8	1.0

BANNER 2
TABLE 25
Q18B : WHAT WOULD YOU LIKE TO SEE IMPROVED ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

								BRANDS	MENTI	ONED	
	TOTAL	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
OTHER STYLE/DESIGN COMMENTS	9 3.0	2 6.1	1 14.3		2 3.4			4 3.9	4 4.1		
PRICE/VALUE (NET)		7		5	17	2	32	22	20	54	44
	21.7	21.2	57.1	55.6	29.3	10.0	19.6	21.6	20.4	22.6	22.1
LOWER/REDUCE PRICE	62 20.4		4 57.1	5 55.6	16 27.6		31 19.0		20 20.4		42 21.1
BETTER VALUE FOR THE MONEY	3 1.0	-			1 1.7		1 0.6			3 1.3	
OTHER PRICE/VALUE COMMENTS	2 0.7	- -		- -	-		1 0.6		- -	1 0.4	- -
MISCELLANEOUS (NET)	8	1	-	-	1	1	6	1	2	7	6
	2.6	3.0	-	-	1.7	5.0	3.7	1.0	2.0	2.9	3.0
LESS/FEWER IN A BOX	4 1.3	-	-	-	1 1.7				1.0		_
MORE IN BOX/25 INSTEAD OF 10	2 0.7	1 3.0		-		_	1 0.6		1 1.0	_	_
OTHER MISCELLANEOUS COMMENTS	2 0.7			- -	-				-	_	
DON'T KNOW	9 3.0	- -	<u>-</u>	1 11.1		-	_		-		-
NOTHING	117 38.5		2 28.6					40		95 39.7	
TOTAL	322 105.9	41 124.2			67 115.5					257 107.5	

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 26
Q19 : WHAT SIZE CIGAR DO YOU SMOKE MOST OFTEN?

					ST OFTE					ONED	
	TOTAL	AR- TURO FU- ENTE		DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	. 7	9	58	20	163	102	98	239	199
CHURCHILL .		6 18.2			12 20.7		33 · 20.2			56 23.4	
DOUBLE CORONA	37 12.2	10 30.3		2 22.2			23 14.1		16 16.3	29 12.1	27 13.6
CORONA	51 16.8			1 11.1	13 22.4	6 30.0			12 12.2		30 15.1
ROBUSTO	35 11.5	7 21.2		2 22.2					20 20.4		28 14.1
PETIT CORONA	20 6.6	3 9.1		-	8 13.8	· <u> </u>				14 5.9	14 7.0
LONSDALE#1	17 5.6			1 11.1				5 4.9			11 5.5
PANATELLA	12 3.9		- -	-	3 5.2		2 1.2				_
CIGARILLO	7 2.3	-	-	-	4 6.9		2 1.2			_	3 1.5
DON'T KNOW	52 17.1	_	_	1 11.1	_						33 16.6
OTHER	11 3.6		-	-				3 2.9		9 3.8	_
TOTAL	304 100.0	33 100.0	100.0		58 100.0						

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BANNER 2 TABLE 27

Q20 : IS THE BRAND YOU SMOKE MOST OFTEN NOW, DIFFERENT THAN THE ONE YOU SMOKED MOST OFTEN TWO YEARS AGO?

		BRA	ANDS US	SED MOS	ST OFT	ΞN]	BRANDS	MENTI	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents smoking more than two years	281	32	7	9	54	19	153	93	92	222	186
YES	117 41.6	18 56.3	4 57.1	7 77.8		5 26.3	_			99 44.6	86 46.2
NO	164 58.4	14 43.8	3 42.9	2 22.2		14 73.7				123 55.4	100 53.8
TOTAL	281 100.0	32 100.0	7 100.0	9 100.0		19 100.0		93 100.0			186 100.0

BANNER 2
TABLE 28
Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

		BRANDS USED MOST OFTEN						BRANDS		ONED	
·	TOTAL	AR- TURO FU- ENTE	AVO	DAVID	MACA- NUDO	PAR-	AR- TURO FU- ENTE	AVO	DAVID	MACA- NUDO	
BASE - total respondents different smoked most often brand from two years ago	117	18	4	7	12	5	75	52	45	99	86
ARTURO FUENTE	5 4.3		-	-	-		5 6.7				
ASHTON	1 0.9		-	-	-	-	-			- -	1.2
AVO	-	-	-	-	-	-	-		-	-	- -
BACCARAT	1 0.9		-	-	-	- -	_		-	_	
BERING	1 0.9		-	-	-	-	•			_	
СОНІВА	-	-	-	-	-	-	-		-	-	-
CUESTA REY	1 0.9		-	-	-	-	1 1.3			1.0	
DAVIDOFF	2 1.7		-	-	1 8.3						_
DON DIEGO	-	-	-	- -	-	_	-			-	-
DUNHILL	2 1.7		-	14.3		-	1 1.3				
EXCALIBAR	1 0.9		-	· -		-				_	
GRIFFINS	-	-	-	· -					-	. <u>-</u>	

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BANNER 2 TABLE 28

Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

				SED MO					MENTI	ONED	
	TOTAL	AR- TURO FU-	AVO		MACA- NUDO		AR- TURO	AVO		MACA- NUDO	PAR- TAGAS
BASE - total respondents different smoked most often brand from two years ago	117	18	4	7	12	5	75		45	99	86
H. UPMANN	8 6.8	3 16.7	-	1 14.3		-	6 8.0				7 8.1
HAMLET	<u>-</u> -	-		· _	-	<u>-</u>	- -	- -	-	- -	-
HENRI WINTERMANS	-	-	- -	-	-	- -	<u>-</u>	-	-	-	-
HOYO DE MONTEREY	4 3.4	1 5.6	-	1 14.3		1 20.0					4 4.7
J.R.	1 0.9	-	-	-	-	- -	_			_	_
JUEN CLEMENTE	- -	-	- -	- -	-	- -	-		-	- -	-
LA GLORIA CUBANA	2 1.7	-	-	- -	-	_		1 1.9			
MACANUDO	23 19.7	1 5.6	1 25.0			2 40.0					17 19.8
MONTE CRISTO	-	- -		- -	-	-	-	-	-	-	<u>-</u> -
MONTECRUZ	-	- · -	-	- -	-	-	-	-	-	-	- -
OSCAR	-	-		· -	-	-	-	-	-	- -	-
PARTAGAS	10 8.5	1 5.6	_		-		7 9.3				

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BANNER 2 TABLE 28

Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

						ST OFTI	ΞN	1	BRANDS	MENTI	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO		DAVID	MACA- NUDO		AR- TURO FU- ENTE	AVO	DAVID	MACA- NUDO	
BASE - total respondents different smoked most often	117					12				45	99	86
brand from two years ago												
PLEIADES	-	-		-	-	- -	- -	- -	- -	- -	- -	
PRIMO DEL REY	-	-		-	-	-	-	- -	-	-	-	- -
PUNCH	4 3.4	-		- -	-	-	-	2 2.7			-	4.7
RAMON ALLONES	-	- -		-	-	-	-	-	-	-	-	-
ROMEO Y JULIETA	-	-		-	-	-	-	-	-	-	-	-
ROYAL JAMICA	2 1.7			-	-	-	1 20.0					
SIMON BOLIVAR	-	-		-	-	-	-	-	-	-	- -	- -
TE-AMO	3 2.6			-	-	1 8.3		_		-	_	
TEMPLE HALL	-	-		-	-	-	-	-	-	-	-	· -
THOMPSON	-			- -	-	-	-	-	-	-	-	-
ZINO	-	-		-	-	-	-	-		- -	- -	- -
ALIADOS	-	-		-	-	, - -	-	-				

BANNER 2
TABLE 28
Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

		BRA		SED MO				BRANDS		ONED	
	TOTAL		AVO	OFF	MACA- NUDO		AR- TURO	AVO	DAVID	MACA- NUDO	
BASE - total respondents different smoked most often brand from two years ago	117	18	4	. 7	12	5	75	52	45	99	86
ANTONIO & CLEOPATRA	1 0.9		-	. <u>-</u>	-	-	-	-	-	1 1.0	_
CASABLANCA	2 1.7			. <u>.</u>	-	- -	2 2.7		2 4.4		_
CROOKS	, -	- -		 	-	-	-	-	-	-	- -
CUBAN (NS)	-	-		 	-	-	· -	-	-	-	
DON THOMAS	-	- -		- 	- -	- -	-	-	-	-	-
DUTCH MASTERS	-	-		 –	-	-	-	- 	-	- -	-
EL PRODUCTO	- -	-		 	-	-	-	-	-	-	-
GARCIA VEGA	1 0.9			 	- -	-	1 1.3		-	1.0	
HAVA TAMPA	-				-	-	-	- -	- -	- -	- -
LA UNICA	0.9				- -	-	1 1.3		<u>-</u>	-	1
LICINCIADOS	-	- -		<u> </u>	- -	- -	-	- -	-	-	-
MONTE CARLO	1 0.9			- -	· -	- -	1.3		- -	_	

BANNER 2 TABLE 28

Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

	;					ST OFT				MENTI	ONED	
		AR- TURO FU- ENTE	AVO	D# OF	AVID	MACA- NUDO	PAR-	AR- TURO	AVO	DAVID	MACA- NUDO	PAR- TAGAS
BASE - total respondents different smoked most often brand from two years ago	117	18		4	7	12	5	75	52	45	99	86
MUNI MAKERS	-	-		- -	-	- -	-	-	-	-	<u>-</u>	-
NAT SHERMAN	-	-		- -	- -	-	-	-	-	-	- -	-
ONYX	-	- -		<u>-</u> -	-	-	-	-	-	-	-	-
PHILLIES	1 0.9	-		-	-	1 8.3		- -	-	- -	1.0	
PAUL GAMARIAN	-	- -		- -	- -	-		. <u>.</u>	-	. <u>-</u>	. <u>-</u>	-
PORLARRANGA		-		-	-	-			-	. <u>-</u>	 	- -
ROBERT BURNS	-	-		-	-	- -		. <u>-</u>				<u> </u>
SWISHER SWEETS	2 1.7			-	-	•		- 2 - 2.7			- 1.0	
TIPARILLO	1 0.9		- -	-	-					 	 	. <u>.</u>
TROYA	1 0.9		- -	-	-	. <u>-</u>		- 1 - 1.3	_		-	1 1 1.2
WHITE OWL	-	-	-	- -	-						- -	-
DON'T KNOW	9 7.7		3 7	<u>-</u>		- 3 - 25.0	3 .	- 6.0				3 6 L 7.0

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BANNER 2
TABLE 28
Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED			
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents different smoked most often brand from two years ago	117	18	4	7	12		75	52	45	99	86
NONE	8 6.8	3 16.7	-	-	2 16.7		4 5.3	4 7.7	_	7 7.1	6 7.0
OTHER	18 15.4	-	-	1 14.3	3 25.0	-	10 13.3	4 7.7	5 11.1	14 14.1	10 11.6
TOTAL	117 100.0	18 100.0	4 100.0	7		5 100.0		52 100.0	45 100.0	99 100.0	86 100.0

BANNER 2 TABLE 29

Q22 : IF THE BRAND AND SIZE YOU SMOKE MOST OFTEN WERE NOT AVAILABLE, WOULD YOU PURCHASE THE SAME BRAND IN A DIFFERENT SIZE OR A DIFFERENT BRAND IN THE SAME SIZE?

	•	BRA	NDS US	SED MOS	T OFTE	I	BRANDS	ONED			
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
SAME BRAND/DIFFERENT SIZE	130 42.8				28 48.3		65 39.9		38 38.8		86 43.2
DIFFERENT BRAND/SAME SIZE	148 48.7				27 46.6		82 50.3			122 51.0	97 48.7
DON'T KNOW	26 8.6	4 12.1		2 22.2	3 5.2		16 9.8				16 8.0
TOTAL	304 100.0	33 100.0		9 100.0		20 100.0	163 100.0	102 100.0	98 100.0	239 100.0	199 100.0

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 30

Q23 : OF THE LAST TEN TIMES YOU'VE PURCHASED CIGARS, HOW MANY TIMES DID YOU PURCHASE YOUR USUAL BRAND?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED			
	TOTAL	AR- TURO FU- ENTE	AVO		MACA- NUDO	PAR-	AR- TURO	AVO		MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
ONE	8 2.6	- -	-		2 3.4		4 2.5	6 5.9		7 2.9	7 3.5
TWO	15 4.9	-	- -	11.1		2 10.0					9 4.5
THREE	18 5.9	3 9.1	-	-	1 1.7	-		6 5.9			12 6.0
FOUR	18 5.9		2 28.6	1 11.1		1 5.0			6 6.1		11 5.5
FIVE	39 12.8			2 22.2					14 14.3	30 12.6	26 13.1
SIX	22 7.2		-	1 11.1			16 9.8				17 8.5
SEVEN	36 11.8			1 11.1				9 8.8			30 15.1
EIGHT	42 13.8				6 10.3						28 14.1
NINE	19 6.3			-	6 10.3						11 5.5
TEN	75 24.7	4 12.1			17 29.3	3 15.0		16 15.7			38 19.1
DON'T KNOW	12 3.9		-	-	1 1.7		7 4.3	5 4.9			
TOTAL	304 100.0				58 100.0					239 100.0	

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2
TABLE 31A
Q24A : ATTRIBUTE RATINGS - SUMMARY OF TOP 2 BOX

		BRA	ANDS US	SED MOS	EN	BRANDS MENTIONED					
	TOTAL	FU~	AVO	DAVID OFF	NUDO	PAR- TAGAS	AR- TURO FU-			MACA- NUDO	
BASE - total respondents	753	91	20	25	125	54	471	300	287	623	555
A GOOD VALUE	403 53.5			9 36.0							
A MILD TASTE	479 63.6			15 60.0		39 72.2				405 65.0	
A FULL-BODIED TASTE	500 66.4			13 52.0			313 66.5				
CONSISTENCY OF CRAFTSMANSHIP				18 72.0					230 80.1		449 80.9
AVAILABILITY	403 53.5			16 64.0					166 57.8		
FRESHNESS	589 78.2			18 72.0						498 79.9	
EASY TO DRAW	611 81.1			16 64.0		52 96.3				511 82.0	
AROMA	576 76.5			18 72.0		48 88.9					436 78.6

BANNER 2
TABLE 31B
Q24A : ATTRIBUTE RATINGS - SUMMARY OF MEANS

		BRANDS USED MOST OFTEN BRANDS MENTIO							ONED		
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	753	91	20	25	125	54	471	300	287	623	555
GOOD VALUE	3.6	3:4	3.5	3.1	3.7	4.0	3.6	3.7	3.5	3.7	3.7
MILD TASTE	3.8	3.9	3.9	3.8	4.1	4.0	3.8	3.8	3.8	3.9	3.8
FULL-BODIED TASTE	4.0	4.1	4.1	3.9	4.1	4.2	4.0	3.9	4.0	4.0	4.0
CONSISTENCY OF CRAFTSMANSHIP	4.3	4.4	4.0	4.2	4.4	4.5	4.3	4.4	4.4	4.3	4.3
AVAILABILITY	3.5	3.3	3.3	3.9	3.6	3.8	3.5	3.5	3.5	3.5	3.5
FRESHNESS	4.3	4.4	4.2	4.2	4.3	4.5	4.4	4.3	4.4	4.3	4.3
EASY TO DRAW	4.3	4.3	4.3	4.0	4.3	4.5	4.3	4.3	4.3	4.3	4.3
AROMA	4.2	4.3	4.3	4.1	4.3	4.4	4.2	4.2	4.3	4.2	4.2

BANNER 2 TABLE 31C Q24A : ATTRIBUTE RATINGS - GOOD VALUE

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO				FU- ENTE	AVO	DAVID OFF	MACA- NUDO	
BASE -total respondents	753	91	20	25	125	54	471	300	287	623	555
TOP TWO BOX	403	38	9	9	71	39	249	173	143	346	316
	53.5	41.8	45.0	36.0	56.8	72.2	52.9	57.7	49.8	55.5	56.9
(5) EXCELLENT							128 27.2		69 24.0		156 28.1
(4) VERY GOOD		13 14.3					121 25.7				
(3) GOOD	220 29.2		10 50.0	-			142 30.1		_	-	
(2) FAIR	86 11.4	14 15.4		_		1 1.9	50 10.6	38 12.7		71 11.4	
(1) POOR	31 4.1				2 1.6		21 4.5			18 2.9	
DON'T KNOW/REFUSED	13 1.7		- -	-	1 0.8		9 1.9	5 1.7			
TOTAL		91 100.0					471 100.0				
	3.6 1.12 0.04		0.83	1.15	3.7 1.05 0.09	0.80	3.6 1.13 0.05	1.15	3.5 1.20 0.07	1.09	1.12

BANNER 2 TABLE 31D

Q24A : ATTRIBUTE RATINGS - MILD TASTE

		BRANDS USED MOST OFTEN										
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	•		AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	
BASE -total	753	91	20	25	125	54	471	300	287	623	555	
respondents												
TOP TWO BOX	479	56	12	15	96	39	291	189	179	405	351	
	63.6	61.5	60.0	60.0	76.8	72.2	61.8	63.0	62.4	65.0	63.2	
(5) EXCELLENT	252 33.5	39 42.9	5 25.0	_		20 37.0			94 32.8		180 32.4	
(4) VERY GOOD	227 30.1	17 18.7	7 35.0	6 24.0	48 38.4						171 30.8	
(3) GOOD	166 22.0	14 15.4								-	118 21.3	
(2) FAIR	59 7.8	13 14.3			_						45 8.1	
(1) POOR	28 3.7				1. 0.8						25 4.5	
DON'T KNOW/REFUSED	21 2.8	-			3 2.4		13 2.8				16 2.9	
TOTAL	753 100.0				125 100.0						555 100.0	
Means Std.Dev. Std.Err.	3.8 1.10 0.04	1.24	0.90	1.12	0.89	0.96	1.13	1.18	1.18		1.13	

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BANNER 2
TABLE 31E
Q24A : ATTRIBUTE RATINGS - FULL-BODIED TASTE

		BRANDS USED MOST OFTEN										
	TOTAL	FU-		DAVID	MACA- NUDO	PAR-	AR- TURO FU- ENTE		DAVID	MACA- NUDO		
BASE -total respondents	753	91	20	25	125	54	471	300	287	623	555	
TOP TWO BOX	500	65	12	13	94	41	313	194	195	420	369	
	66.4	71.4	60.0	52.0	75.2	75.9	66.5	64.7	67.9	67.4	66.5	
(5) EXCELLENT	283 37.6				53 42.4							
(4) VERY GOOD	217 28.8				41 32.8							
(3) GOOD	178 23.6				23 18.4							
(2) FAIR	49 6.5	8 8.8	1 5.0	2 8.0	5 4.0	2 3.7	31 6.6	17 5.7	17 5.9			
(1) POOR	11 1.5	2 . 2		-	2 1.6		9 1.9					
DON'T KNOW/REFUSED	15 2.0	3 3.3	1 5.0	2 8.0	0.8	-	6 1.3	7 2.3				
TOTAL		91 100.0		25 100.0	125 100.0					623 100.0		
Std.Dev.	4.0 1.01 0.04	1.09	1.03	1.06	4.1 0.96 0.09	0.88	1.03		1.04	1.01	1.02	

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BANNER 2
TABLE 31F
Q24A : ATTRIBUTE RATINGS - CONSISTENCY OF CRAFTSMANSHIP

			BRA	NDS US	SED MOS			BRANDS MENTIONED				
		TOTAL	FU-	AVO		MACA- NUDO	PAR-	AR- TURO FU- ENTE			MACA- NUDO	PAR- TAGAS
	-total ondents	753	91	20	25	125	54	471	300	287	623	555
TOP	TWO BOX	593	71	13	18	107	48	376	239	230	498	449
		78.8	78.0	65.0	72.0	85.6	88.9	79.8	79.7	80.1	79.9	80.9
(5)	EXCELLENT	403 53.5			12 48.0	68 54.4		246 52.2				304 54.8
(4)	VERY GOOD	190 25.2				39 31.2		130 27.6				145 26.1
(3)	GOOD	122 16.2			6 24.0	13 10.4		73 15.5		41 14.3		85 15.3
(2)	FAIR	14 1.9	1.1		1 4.0			7 1.5	5 1.7		10 1.6	6 1.1
(1)	POOR	10 1.3		<u>-</u>	-	3 2.4		5 1.1		_		7 1.3
	DON'T KNOW/REFUSED	14 1.9				1 0.8	-	10 2.1	7 2.3		13 2.1	8 1.4
TOTA	L	753 100.0	91 100.0			125 100.0						555 100.0
	Dev.	4.3 0.90 0.03	0.95		0.94	4.4 0.89 0.08	0.75	0.87	0.84	4.4 0.92 0.06	0.88	0.87

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BANNER 2
TABLE 31G
Q24A : ATTRIBUTE RATINGS - AVAILABILITY

		BRA	NDS US	SED MOS	ST OFTE		BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE		DAVID OFF	MACA- NUDO		AR- TURO	AVO	DAVID OFF	MACA- NUDO	
BASE -total respondents	753	91	20	25	125	54	471	300	287	623	555
TOP TWO BOX	403	45	8	16	68	36	250	163	166	342	310
	53.5	49.5	40.0	64.0	54.4	66.7	53.1	54.3	57.8	54.9	55.9
(S) EXCELLENT	233 30.9		6 30.0		40 32.0	19 35.2	141 29.9	91 30.3	96 33.4		182 32.8
(4) VERY GOOD	170 22.6		2 10.0		28 22.4			72 24.0	70 24.4		128 23.1
(3) GOOD	160 21.2			3 12.0	30 24.0		101 21.4		47 16.4		106 19.1
(2) FAIR	81 10.8		1 5.0	5 20.0		4 7.4	52 11.0				55 9.9
(1) POOR	96 12.7		3 15.0	_		-	58 12.3			73 11.7	76 13.7
DON'T KNOW/REFUSED	13 1.7	3 3.3	-	-		-		5 1.7		12 1.9	_
TOTAL	753 100.0						471 100.0		287 100.0		
	3.5 1.37 0.05	1.41		1.36		1.27	1.36	1.38	1.43	1.36	1.40

BANNER 2 TABLE 31H

Q24A : ATTRIBUTE RATINGS - FRESHNESS

		BRA	ANDS US	SED MOS	ST OFTE		BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR-		AVO	DAVID OFF	MACA- NUDO	
BASE -total respondents	753	91	20	25	125	54	471	300	287	623	555
TOP TWO BOX	589	68	16	18	97	47	384	243	237	498	448
***************************************	78.2	74.7	80.0	72.0	77.6	87.0	81.5	81.0	82.6	79.9	80.7
(5) EXCELLENT	379 50.3	55 60.4	8 40.0	11 44.0		29 53.7					277 49.9
(4) VERY GOOD	210 27.9	13 14.3	8 40.0	7 28.0		18 33.3				177 28.4	171 30.8
(3) GOOD	116 15.4	11 12.1	3 15.0	7 28.0			58 12.3				68 12.3
(2) FAIR	20 2.7	5 5.5		-	0.8		10 2.1	-	-		14 2.5
(1) POOR	5 0.7	1 1.1		- -	0.8		3 0.6				_
DON'T KNOW/REFUSED	23 3.1	6 6.6	-	- -	3 2.4						
TOTAL	753 100.0	91 100.0									555 100.0
Means Std.Dev. Std.Err.	4.3 0.88 0.03	4.4 1.00 0.11	0.88	0.85	0.87	0.64		0.84	0.80	0.83	0.86

BANNER 2 TABLE 31I

Q24A : ATTRIBUTE RATINGS - EASY TO DRAW

		BRANDS USED MOST OFTEN BRAN						BRANDS	OS MENTIONED			
	TOTAL	AR- TURO FU- ENTE		DAVID OFF	MACA-	PAR-	AR- TURO		DAVID OFF	MACA- NUDO		
BASE -total respondents	753	91	20	25	125	54	471	300	287	623	555	
TOP TWO BOX	611	73	17	16	107	52	377	244	237	511	459	
	81.1	80.2	85.0	64.0	85.6	96.3	80.0	81.3	82.6	82.0	82.7	
(5) EXCELLENT	380 50.5				56 44.8			161 53.7	150 52.3		286 51.5	
(4) VERY GOOD	231 30.7		7 35.0		51 40.8						173 31.2	
(3) GOOD	111 14.7		3 15.0	-	17 13.6		74 15.7				74 13.3	
(2) FAIR	19 2.5			3 12.0		-	12 2.5					
(1) POOR	4 0.5				-		3 0.6			-		
DON'T KNOW/REFUSED	8 1.1			-	_		5 1.1		_	-	_	
TOTAL .	753 100.0	91 100.0		-	_							
Means Std.Dev. Std.Err.	4.3 0.85 0.03	0.81	0.75	1.12	0.70	0.57	0.87	0.86		0.83	0.83	

BANNER 2 TABLE 31J

Q24A : ATTRIBUTE RATINGS - AROMA

		BRANDS USED MOST OFTEN									
	TOTAL		AVO	OFF	MACA- NUDO	PAR- TAGAS				MACA- NUDO	PAR- TAGAS
BASE -total respondents	753		20	25	125	54	471	300	287	623	555
TOP TWO BOX	576	69	15	18	100	48	350	233	227	487	436
	76.5	75.8	75.0	72.0	80.0	88.9	74.3	77.7	79.1	78.2	78.6
(5) EXCELLENT	355 47.1		11 55.0		68 54.4						265 47.7
(4) VERY GOOD	221 29.3		4 20.0	_	32 25.6						171 30.8
(3) GOOD	134 17.8				20 16.0		93 19.7				92 16.6
(2) FAIR	24 3.2				3 2.4	- -	17 3.6				16 2.9
(1) POOR	5 0.7			-			1 0.2		1 0.3		
DON'T KNOW	/REFUSED 14			-	_		10 2.1		3 1.0	-	9 1.6
TOTAL	753 100.0	91 100.0									555 100.0
Means Std.Dev. Std.Err.	4.2 0.90 0.03	0.90	0.97	0.91	0.89	0.69	4.2 0.90 0.04	0.87	0.90		0.86

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BANNER 2
TABLE 33A
Q25 : CHARACTERISTIC RATING - SUMMARY OF TOP 2 BOX

BRANDS MENTIONED BRANDS USED MOST OFTEN AR-AR-TURO DAVID MACA- PAR- TURO DAVID MACA- PAR-FU- AVO OFF NUDO TAGAS FU- AVO OFF NUDO TAGAS TOTAL ENTE ENTE BASE - total 304 33 7 9 58 20 163 102 98 239 199 respondents PRICE 140 12 2 1 26 9 75 42 41 109 94 46.1 36.4 28.6 11.1 44.8 45.0 46.0 41.2 41.8 45.6 47.2 BRAND IMAGE 49 3 - 12 4 23 14 9 16.1 9.1 42.9 - 20.7 20.0 14.1 13.7 9.2 16.3 14.1 TASTE 294 33 7 9 56 19 163 102 98 232 197 96.7 100.0 100.0 100.0 96.6 95.0 100.0 100.0 100.0 97.1 99.0 FULL-BODIED 5 6 44 15 122 72 68 179 74.7 66.7 71.4 66.7 75.9 75.0 74.8 70.6 69.4 74.9 75.4 MILDNESS 5 5 41 12 89 53 53 143 111 61.2 60.6 71.4 55.6 70.7 60.0 54.6 52.0 54.1 59.8 55.8 THE CIGAR LENGTH 154 19 3 2 33 12 91 48 52 124 100 50.7 57.6 42.9 22.2 56.9 60.0 55.8 47.1 53.1 51.9 50.3 THE CIGAR DIAMETER 193 23 4 5 31 14 114 71 69 154 135 63.5 69.7 57.1 55.6 53.4 70.0 69.9 69.6 70.4 64.4 67.8 AROMA 215 24 8 46 70 5 11 109 69 168 137 70.7 72.7 71.4 88.9 79.3 55.0 66.9 68.6 70.4 70.3 68.8 LIGHT BROWN COLOR OF 97 9 4 4 22 4 53 29 30 31.9 27.3 57.1 44.4 37.9 20.0 32.5 28.4 30.6 32.2 32.2 CIGAR DARK BROWN COLOR OF 2 4 14 8 29 71 14 53 31 72 CIGAR 30.9 42.4 28.6 44.4 24.1 40.0 32.5 30.4 29.6 30.1 35.7 GREEN COLOR OF CIGAR 76 3 3 2 20 4 37 22 18 25.0 9.1 42.9 22.2 34.5 20.0 22.7 21.6 18.4 25.5 25.1

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BANNER 2 TABLE 33A

Q25 : CHARACTERISTIC RATING - SUMMARY OF TOP 2 BOX

		BRA	ANDS USED MOST OFTEN				1	BRANDS	MENTIONED		
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33		7 9	58	20	163	102	98	239	199
MADURA COLOR OF CIGAR	112 36.8	12 36.4		3 3 9 33.3					_		81 40.7
RECOMMENDATION BY FRIEND	110 36.2	9 27.3			23 39.7		53 32.5				69 34.7
RECOMMENDATION BY TOBACCONIST	101 33.2	6 18.2			27 46.6						61 30.7
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	160 52.6			5 6 4 66.7							110 55.3

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 33B

Q25 : CHARACTERISTIC RATING - SUMMARY OF MEANS

		BRZ		SED MOST OFTEN		BRANDS MENT			IONED		
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO		MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
PRICE	49.0	45.5	33.7	37.3	45.8	47.2	49.1	46.5	47.7	48.6	49.7
BRAND IMAGE	28.9	26.4	42.9	12.4	35.0	29.3	27.8	26.7	25.6	29.7	27.9
TASTE	85.3	88.0	94.9	88.0	84.8	85.0	89.6	89.1	90.1	85.7	88.2
FULL-BODIED	66.3	66.1	58.3	63.6	68.0	62.4	65.8	63.8	65.9	66.8	67.5
MILDNESS	56.9	61.1	61.1	59.6	63.2	51.8	51.9	50.7	52.2	56.2	53.4
THE CIGAR LENGTH	51.9	51.6	42.3	41.8	55.6	52.6	53.7	49.3	53.5	53.3	52.1
THE CIGAR DIAMETER	60.1	63.8	54.3	59.6	54.6	65.4	63.5	62.0	64.3	61.3	62.9
AROMA	62.4	64.0	73.7	70.7	66.0	55.0	59.9	61.1	63.1	61.8	61.5
LIGHT BROWN COLOR OF CIGAR	39.3	34.2	49.1	50.2	39.1	36.0	38.7	38.7	40.5	38.4	39.1
DARK BROWN COLOR OF CIGAR	38.9	46.8	36.6	46.7	37.4	42.5	39.2	37.6	38.6	39.0	41.2
GREEN COLOR OF CIGAR	30.5	15.3	46.9	30.2	39.0	30.8	27.4	27.1	25.6	31.0	29.7
MADURA COLOR OF CIGAR	44.4	45.9	39.4	31.6	44.1	51.1	45.3	41.0	44.1	43.9	47.0
RECOMMENDATION BY FRIEND	42.7	39.8	44.6	57.3	46.5	38.2	41.3	43.0	42.7	43.3	42.9
RECOMMENDATION BY TOBACCONIST	42.3	34.9	44.0	53.8	47.9	41.2	39.8	42.9	42.2	41.6	41.7
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	51.4	54.5	53.7	56.9	54.1	53.0	52.9	53.4	53.3	53.5	54.2

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 33C

Q25 : HOW IMPORTANT IS PRICE TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					N BRANDS MENTIONED				
	TOTAL	AR- TURO FU-	AVO	DAVID OFF	MACA-	PAR- TAGAS	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
TOP TWO BOX	140	12	2	1	26	9	75	42	41	109	94
	46.1	36.4	28.6	11.1	44.8	45.0	46.0	41.2	41.8	45.6	47.2
(100) EXTREMELY IMPORTANT	33 10.9	3 9.1	-	1 11.1	4 6.9	-	17 10.4	9 8.8	10 10.2	24 10.0	24 12.1
(64) VERY IMPORTANT	107 35.2	9 27.3	2 28.6	-	22 37.9	9 45.0	58 35.6	33 32.4	31 31.6	85 35.6	70 35.2
(36) SOMEWHAT IMPORTANT	114 37.5	15 45.5	2 28.6	6 66.7	18 31.0		62 38.0				72 36.2
(16) NOT VERY IMPORTANT	33 10.9	5 15.2	2 28.6	1 11.1	12 20.7	2 10.0	18 11.0	14 13.7	10 10.2	28 11.7	20 10.1
(4) NOT AT ALL IMPORTANT	16 5.3	1 3.0	1 14.3	1 11.1	2 3.4	-	7 4.3	5 4.9	5 5.1	11 4.6	
DON'T KNOW/ REFUSED	1 0.3	-	-	-	<u>-</u>	1 5.0	1 0.6			1 0.4	
TOTAL	304 100.0				58 100.0						
Means Std.Dev. Std.Err.		24.63	23.65	26.23	24.75	17.47	25.11	24.97	25.06	25.12	49.7 26.31 1.87

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 33D

Q25 : HOW IMPORTANT IS BRAND IMAGE TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN									
	TOTAL	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO	OVA	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
TOP TWO BOX	49	3	3	-	12	4	23	14	9	39	28
	16.1	9.1	42.9	-	20.7	20.0	14.1	13.7	9.2	16.3	14.1
(100) EXTREMELY IMPORTANT	9 3.0	1 3.0	1 14.3	-	5 8.6	-	4 2.5	2 2.0	1 1.0	8 3.3	6 3.0
(64) VERY IMPORTANT	40 13.2	2 6.1	2 28.6	-	7 12.1	4 20.0	19 11.7	12 11.8	8 8.2	31 13.0	22 11.1
(36) SOMEWHAT IMPORTANT	103 33.9	13 39.4	1 14.3	2 22.2	22 37.9	6 30.0	58 35.6	33 32.4	38 38.8	86 36.0	69 34.7
(16) NOT VERY IMPORTANT	81 26.6	9 27.3	2 28.6	1 11.1	16 27.6	4 20.0	40 24.5	27 26.5	27 27.6	62 25.9	52 26.1
(4) NOT AT ALL IMPORTANT	69 22.7	8 24.2	1 14.3	6 66.7	8 13.8	5 25.0	41 25.2	27 26.5	24 24.5	51 21.3	49 24.6
DON'T KNOW/ REFUSED	2 0.7	-	- -		-	1 5.0	1 0.6	1 1.0	-	1 0.4	1 0.5
TOTAL	304 100.0	33 100.0								239 100.0	
Means Std.Dev. Std.Err.	28.9 22.78 1.31	26.4 21.24 3.70	42.9 34.54 13.06	12.4 13.92 4.64	35.0 26.66 3.50	29.3 22.35 5.13	27.8 22.07 1.73	26.7 21.75 2.16	25.6 19.03 1.92	29.7 22.94 1.49	27.9 22.50 1.60

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2 TABLE 33E

Q25 : HOW IMPORTANT IS TASTE TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
			AVO		MACA-	PAR-	AR- TURO		DAVID OFF	MACA- NUDO	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
TOP TWO BOX	294	33	7	9	56	19	163	102	98	232	197
	96.7	100.0	100.0	100.0	96.6	95.0	100.0	100.0	100.0	97.1	99.0
(100) EXTREMELY IMPORTANT	187 61.5					13 65.0				150 62.8	136 68.3
(64) VERY IMPORTANT	107 35.2			3 33.3	21 36.2					82 34.3	61 30.7
(36) SOMEWHAT IMPORTANT	8 2.6	- -	-		2 3.4	- -		-	-	6 2.5	1 0.5
(16) NOT VERY IMPORTANT	1 0.3		<u>-</u> -	-		1 5.0			- -	1 0.4	_
(4) NOT AT ALL IMPORTANT	-	-	-	-	- -	-	-	-	-		- -
DON'T KNOW/ REFUSED	0.3		- -	-	- -	- -	- -	-	-	-	-
TOTAL	304 100.0			9 100.0							
Means Std.Dev. Std.Err.	19.36	17.23	13.61	18.00	84.8 19.62 2.58	23.32	16.36	16.64	16.17	19.33	17.78

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 33F
Q25 : HOW IMPORTANT IS FULL-BODIED TO YOU WHEN SELECTING A CIGAR?

BRANDS USED MOST OFTEN BRANDS MENTIONED AR-DAVID MACA- PAR- TURO TURO DAVID MACA- PAR-FU- AVO OFF NUDO TAGAS FU- AVO OFF NUDO TAGAS TOTAL ENTE ENTE BASE - total 304 33 7 9 58 20 163 102 98 239 199 respondents TOP TWO BOX 227 22 5 6 44 15 122 72 68 179 150 74.7 66.7 71.4 66.7 75.9 75.0 74.8 70.6 69.4 74.9 75.4 (100) EXTREMELY 85 11 1 4 17 3 44 25 31 69 62 IMPORTANT 28.0 33.3 14.3 44.4 29.3 15.0 27.0 24.5 31.6 28.9 31.2 (64) VERY IMPORTANT 142 11 4 2 27 12 78 47 37 110 88 46.7 33.3 57.1 22.2 46.6 60.0 47.9 46.1 37.8 46.0 44.2 (36) SOMEWHAT 1 12 5 35 10 1 27 24 52 42 IMPORTANT 21.1 30.3 14.3 11.1 20.7 25.0 21.5 26.5 24.5 21.8 21.1 (16) NOT VERY 8 1 1 - 1 - 4 1 3 IMPORTANT 2.6 3.0 14.3 - 1.7 2.5 1.0 3.1 1.7 2.5 (4) NOT AT ALL 3 2 2 2 IMPORTANT 1.0 - 22.2 - 1.2 2.0 2.0 1.3 1.0 DON'T KNOW/ 2 1 1 1 REFUSED 0.7 - - 1.7 ~ 1.0 0.4 TOTAL 33 7 9 58 20 163 102 98 239 199 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 100.0 Means 66.3 66.1 58.3 63.6 68.0 62.4 65.8 63.8 65.9 66.8 67.5 Std.Dev. 24.99 27.53 26.32 40.57 24.21 20.21 24.89 24.99 27.53 25.02 25.58 Std.Err. 1.44 4.79 9.95 13.52 3.21 4.52 1.95 2.47 2.80 1.62 1.81

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 33G

Q25 : HOW IMPORTANT IS MILDNESS TO YOU WHEN SELECTING A CIGAR?

		BRA	NDS US	DS USED MOST OFTEN			BRANI				
	TOTAL	FU-	AVO	OFF	MACA-	PAR- TAGAS	AR- TURO FU- ENTE		DAVID	MACA- NUDO	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
TOP TWO BOX	186	20	5	. 5	41	12	89	53	53	143	111
	61.2	60.6	71.4	55.6	70.7	60.0	54.6	52.0	54.1	59.8	55.8
(100) EXTREMELY IMPORTANT	58 19.1	10 30.3	1 14.3	2 22.2	13 22.4	-	23 14.1				29 14.6
(64) VERY IMPORTANT	128 42.1			3 33.3	28 48.3		66 40.5				82 41.2
(36) SOMEWHAT IMPORTANT	80 26.3	9 27.3	2 28.6	4 44.4	15 25.9	7 35.0	44 27.0	30 29.4	31 31.6	66 27.6	60 30.2
(16) NOT VERY IMPORTANT				-	2	1		13	7	17 7.1	17
(4) NOT AT ALL IMPORTANT	15 4.9	1 3.0	-	-	- -			6 5.9		13 5.4	
DON'T KNOW/ REFUSED	- -	-	-	-	-		-	-		- -	-
TOTAL	304 100.0		7			20 100.0					199 100.0
Std.Dev.	56.9 27.53 1.58	30.75	21.63	26.34	24.13	15.92	27.64	27.05	26.64	27.52	26.68

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2 TABLE 33H

Q25 : HOW IMPORTANT IS THE CIGAR LENGTH TO YOU WHEN SELECTING A CIGAR?

				DS USED MOST OFTEN			BRANDS MENTIONED				
	TOTAL	AR- TURO FU-		DAVID	MACA- NUDO	PAR-	AR- TURO FU- ENTE		DAVID	MACA- NUDO	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
TOP TWO BOX	154	19	3	2	33	12	91	48	52	124	100
	50.7	57.6	42.9	22.2	56.9	60.0	55.8	47.1	53.1	51.9	50.3
(100) EXTREMELY IMPORTANT	41 13.5	3 9.1	-	1 11.1		1 5.0		9 8.8		36 15.1	
(64) VERY IMPORTANT	113 37.2			1 11.1		11 55.0				88 36.8	
(36) SOMEWHAT IMPORTANT	109 35.9	9 27.3	2 28.6	5 55.6	17 29.3	6 30.0	51 31.3		36 36.7	88 36.8	74 37.2
(16) NOT VERY IMPORTANT	30 9.9	3 9.1	2 28.6	2 22.2	6 10.3	2 10.0	15 9.2	11 10.8		20 8.4	
(4) NOT AT ALL IMPORTANT		2 6.1			2 3.4					7 2.9	
DON'T KNOW/ REFUSED	-	-	-	-		-	-	-	-	-	-
TOTAL	304 100.0			9							
Means Std.Dev. Std.Err.	51.9 25.87 1.48			41.8 25.93 8.64	55.6 27.94 3.67	52.6 20.53 4.59	53.7 25.90 2.03	49.3 23.75 2.35	53.5 24.57 2.48	53.3 25.91 1.68	52.1 25.63 1.82

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 331
Q25 : HOW IMPORTANT IS THE CIGAR DIAMETER TO YOU WHEN SELECTING A CIGAR?

				DS USED MOST OFTEN									
	TOTAL	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	OVA	DAVID OFF	MACA~ NUDO			
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199		
TOP TWO BOX	193	23	4	5	31	14	114	71	69	154	135		
	63.5	69.7	57.1	55.6	53.4	70.0	69.9	69.6	70.4	64.4	67,8		
(100) EXTREMELY IMPORTANT	69 22.7	9 27.3	1 14.3	2 22.2	11 19.0	6 30.0	41 25.2			58 24.3	51 25.6		
(64) VERY IMPORTANT					20 34.5		73 44.8		44 44.9	96 40.2	84 42.2		
(36) SOMEWHAT IMPORTANT	87 28.6	8 24.2			19 32.8		41 25.2			70 29.3			
(16) NOT VERY IMPORTANT	16 5.3	1 3.0	1 14.3		6 10.3				3 3.1				
(4) NOT AT ALL IMPORTANT	8 2.6	1 3.0	-	-	2 3.4	-	2 1.2	1.0	-	4 1.7	2 1.0		
DON'T KNOW/ REFUSED	-	- -	-	-	-			-	-	- -	-		
TOTAL	304 100.0		7 100.0		58 100.0								
Means Std.Dev. Std.Err.		27.29	27.41	26.34	54.6 28.12 3.69	27.11	25.61	24.06	24.81	26.57	26.29		

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 33J

Q25 : HOW IMPORTANT IS AROMA TO YOU WHEN SELECTING A CIGAR?

								N BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE		DAVID OFF	MACA- NUDO	PAR-	AR- TURO		DAVID	MACA- NUDO		
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
TOP TWO BOX	215	24	5	8	46	11	109	70	69	168	137	
	70.7	72.7	71.4	88.9	79.3	55.0	66.9	68.6	70.4	70.3	68.8	
(100) EXTREMELY IMPORTANT	63 20.7	7 21.2	4 57.1	3 33.3	14 24.1	2 10.0	28 17.2	21 20.6	24 24.5	46 19.2	39 19.6	
(64) VERY IMPORTANT		17 51.5		_		9 4 5.0			45 45.9		98 49.2	
(36) SOMEWHAT IMPORTANT			1 14.3	-			44 27.0			58 24.3	50 25.1	
(16) NOT VERY IMPORTANT	12 3.9	-	1 14.3		1.7	-	8 4.9			_	-	
(4) NOT AT ALL IMPORTANT	3 1.0		- -		1 1.7	-					_	
DON'T KNOW/ REFUSED	3 1.0	-	-	-	-	- -	1 0.6		· _	2 0.8		
TOTAL	304 100.0	33 100.0	7 100.0			20 100.0				239 100.0		
Means Std.Dev. Std.Err.	24.15	22.45	35.62	26.91	23.57	20.56	23.65	25.06	25.98	23.64	24.13	

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 33K
Q25 : HOW IMPORTANT IS LIGHT BROWN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	FU-	AVO		MACA-	PAR- TAGAS	AR- TURO FU- ENTE			MACA- NUDO	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
TOP TWO BOX	97	9	4	4	22	4	53	29	30	77	64
	31.9	27.3	57.1	44.4	37.9	20.0	32.5	28.4	30.6	32.2	32.2
(100) EXTREMELY IMPORTANT	21 6.9	1 3.0	-	1 11.1	6 10.3	<u>-</u> -	9 5.5	7 6.9	7 7.1	15 6.3	10 5.0
(64) VERY IMPORTANT	76 25.0				16 27.6					62 .25.9	
(36) SOMEWHAT IMPORTANT	100 32.9	9 27.3	2 28.6	4 44.4	10 17.2		53 32.5			71 29.7	70 35.2
(16) NOT VERY IMPORTANT	68 22.4	11 33.3	14.3	11.1	15 25.9	4 20.0	32 19.6	25 24.5		57 23.8	
(4) NOT AT ALL IMPORTANT	35 11.5	4 12.1	-	-	11 19.0	1 5.0		9 8.8		31 13.0	23 11.6
DON'T KNOW/ REFUSED	4 1.3		-	- -	-		2 1.2			3 1.3	
TOTAL	304 100.0									239 100.0	199 100.0
Means Std.Dev. Std.Err.	39.3 26.21 1.51	24.21	19.69	25.07	39.1 30.73 4.03	17.41	25.81	25.25	25.38	26.36	39.1 24.84 1.77

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 33L
Q25 : HOW IMPORTANT IS DARK BROWN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		BRA	NDS US	S USED MOST OFTEN			BRANI		OS MENTIONED		
	TOTAL	AR - TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE		DAVID	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
TOP TWO BOX	94	14	2	4	14	8	53	31	29	72	71
	30.9	42.4	28.6	44.4	24.1	40.0	32.5	30.4	29.6	30.1	35.7
(100) EXTREMELY IMPORTANT	23 7.6	3 9.1	-	1 11.1	7 12.1	-	11 6.7	4 3.9	5 5.1	21 8.8	15 7.5
(64) VERY IMPORTANT					7 12.1						56 28.1
(36) SOMEWHAT IMPORTANT	98 32.2	12 36.4	3 42.9	3 33.3	22 37.9					79 33.1	
(16) NOT VERY IMPORTANT	66 21.7	3 9.1	1 14.3	1 11.1	12 20.7	5 25.0	30 18.4	20 19.6	18 18.4	49 20.5	35 17.6
(4) NOT AT ALL IMPORTANT	40 13.2	3 9.1	1 14.3	1 11.1	10 17.2	-	24 14.7	14 13.7	12 12.2		25 12.6
DON'T KNOW/ REFUSED	6 2.0	1 3.0	-		- -					5 2.1	
TOTAL	304 100.0				58 100.0						
Std.Dev.	38.9 26.89 1.56	26.33	22.32	29.26	29.34	20.36	26.73	24.42	24.87	27.66	26.75

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2 TABLE 33M

Q25 : HOW IMPORTANT IS GREEN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		BRA	ANDS US	SED MOS	ST OFTE	EN	BRANDS MENTIONED				
	TOTAL	FU-	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU-	AVO	DAVID OFF	NUDO	TAGAS
BASE - total respondents	304		7		58						
TOP TWO BOX	76	3	3	2	20	4	37	22	18	61	50
	25.0	9.1	42.9	22.2	34.5	20.0	22.7	21.6	18.4	25.5	25.1
(100) EXTREMELY IMPORTANT	32 10.5	1 3.0	3 42.9	2 22.2	10 17.2				11 11.2	28 11.7	21 10.6
(64) VERY IMPORTANT	44 14.5				10 17.2		21 12.9		7 7.1	33 13.8	29 14.6
(36) SOMEWHAT IMPORTANT	34 11.2	2 6.1			8 13.8					26 10.9	
(16) NOT VERY IMPORTANT					12 20.7			20 19.6		44 18.4	
(4) NOT AT ALL IMPORTANT	115 37.8		_		16 27.6					92 38.5	84 42.2
DON'T KNOW/ REFUSED	22 7.2	4 12.1	<u>-</u>		2 3.4				7 7.1		14 7.0
TOTAL	304 100.0	33 100.0	7 100.0				163 100.0				
Means Std.Dev. Std.Err.	30.5 32.55 1.94	23.40	49.89	40.94	35.54	32.64	32.48	32.14	32.74	33.35	32.98

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BANNER 2 TABLE 33N

Q25 : HOW IMPORTANT IS MADURO COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		BRA	ANDS US	SED MOS			BRANDS MENTIONED				
	TOTAL	FU-	AVO	OFF	MACA- NUDO	TAGAS	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
TOP TWO BOX	112	12	3	3	20	8	61	33	37	90	81
	36.8	36.4	42.9	33.3	34.5	40.0	37.4	32.4	37.8	37.7	40.7
(100) EXTREMELY IMPORTANT	51 16.8	6 18.2	1 14.3	1 11.1	11 19.0	3 15.0	30 18.4	15 14.7		37 15.5	40 20.1
(64) VERY IMPORTANT	61 20.1		2 28.6						21 21.4		
(36) SOMEWHAT IMPORTANT	80 26.3		1 14.3								51 25.6
(16) NOT VERY IMPORTANT	16.8	6.1	-	-	19.0	15.0	12.9	14.7	15.3	-	15.6
(4) NOT AT ALL IMPORTANT	47 15.5	7 21.2	3 42.9	5 55.6	9 15.5	· -	29 17.8	21 20.6	17 17.3	39 16.3	30 15.1
DON'T KNOW/		4	_	_	3	2	8	4	3	10 4.2	6
TOTAL	304 100.0				58 100.0				98 100.0	239 100.0	
Means Std.Dev. Std.Err.	32.46	35.04	37.98	36.41	33.91	27.97	33.41	32.20	32.49		47.0 33.51 2.41

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 330
Q25 : HOW IMPORTANT IS RECOMMENDATION BY A FRIEND TO YOU WHEN SELECTING A CIGAR?

		BRA	ANDS US	SED MOS	ST OFTE	en	BRANDS MENTIONED				
	TOTAL	ENTE	AVO	OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
TOP TWO BOX	110	9	4	5	23	7	53	37	34	86	69
	36.2	27.3	57.1	55.6	39.7	35.0	32.5	36.3	34.7	36.0	34.7
(100) EXTREMELY IMPORTANT	31 10.2	4 12.1	-	2 22.2	8 13.8	1 5.0	14 8.6	9 8.8	11 11.2	24 10.0	21 10.6
(64) VERY IMPORTANT										62 25.9	
(36) SOMEWHAT IMPORTANT	114 37.5	14 42.4	1 14.3	3 33.3	23 39.7	6 30.0	67 41.1	43 42.2	37 37.8	96 40.2	80 40.2
(16) NOT VERY IMPORTANT	31 10.2	1 3.0	1 14.3	1 11.1	5 8.6	3 15.0	18 11.0	5 4.9	11 11.2	22 9.2	21 10.6
(4) NOT AT ALL IMPORTANT	48 15.8	8 24.2	1 14.3	-	7 12.1	4 20.0	24 14.7	17 16.7	15 15.3	34 14.2	28 14.1
DON'T KNOW/ REFUSED	1 0.3	1 3.0	. -	-	· <u>-</u>	-	1 0.6	-	1.0	1 0.4	1 0.5
TOTAL	304 100.0									239 100.0	
Means Std.Dev. Std.Err.	28.00	30.29	25.97	29.26	28.81	27.14	26.74	26.92	28.60	27.39	42.9 27.71 1.97

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 33P
Q25 : HOW IMPORTANT IS RECOMMENDATION BY THE TOBACCONIST TO YOU WHEN SELECTING A CIGAR?

•		BRANDS USED MOST OFTEN BRANDS MENTIONED									
	TOTAL	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
TOP TWO BOX	101	6	2	4	27	7	47	32	29	79	61
·····	33.2	18.2	28.6	44.4	46.6	35.0	28.8	31.4	29.6	33.1	30.7
(100) EXTREMELY IMPORTANT	20 6.6	1 3.0	-	3 33.3	8 13.8	-	6 3.7	8 7.8	7 7.1	12 5.0	11 5.5
(64) VERY IMPORTANT	81 26.6	5 15.2	2 28.6	1 11.1	19 32.8	7 35.0	41 25.2	24 23.5	22 22.4	67 28.0	50 25.1
(36) SOMEWHAT IMPORTANT	136 44.7	17 51.5	5 71.4	2 22.2	17 29.3	9 45.0	78 47.9	48 47.1	47 48.0	107 44.8	97 48.7
(16) NOT VERY IMPORTANT	36 11.8	4 12.1	-	3 33.3	8 13.8	3 15.0	19 11.7	15 14.7	14 14.3	27 11.3	23 11.6
(4) NOT AT ALL IMPORTANT	29 9.5	5 15.2	- -	-	6 10.3	1 5.0	17 10.4	6 5.9	6 6.1	24 10.0	16 8.0
DON'T KNOW/ REFUSED	2 0.7	1 3.0	-	-	-				2.0		
TOTAL	304 100.0	33 100.0	7 100.0	9	58 100.0	20 100.0	163 100.0		98 100.0		
Means Std.Dev. Std.Err.	42.3 24.29 1.40	21.77	13.66	37.79	47.9 29.25 3.84	19.43	22.28	24.29	23.84	23.43	22.96

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 33Q

Q25 : HOW IMPORTANT IS THE COUNTRY OF ORIGIN, EXCLUDING CUBA TO YOU WHEN SELECTING A CIGAR?

							BRANDS MENTIONED				
	TOTAL	AR- TURO FU-		DAVID OFF	MACA- NUDO	PAR-	AR- TURO		DAVID	MACA- NUDO	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
TOP TWO BOX	160	19	5	6	28	11	93	55	53	132	110
	52.6	57.6	71.4	66.7	48.3	55.0	57.1	53.9	54.1	55.2	55.3
(100) EXTREMELY IMPORTANT	43 14.1	6 18.2	1 14.3	2 22.2	12 20.7	2 10.0	23 14.1	15 14.7	15 15.3	37 15.5	33 16.6
(64) VERY IMPORTANT	117 38.5				16 27.6		70 42.9				
(36) SOMEWHAT IMPORTANT	89 29.3						44 27.0			71 29.7	61 30.7
(16) NOT VERY IMPORTANT	30 9.9	2 6.1		1 11.1	5 8.6		13 8.0		7 7.1		16 8.0
(4) NOT AT ALL IMPORTANT	24 7.9	3 9.1	1 14.3	1 11.1	2 3.4	-	13 8.0	5 4.9	6 6.1		
DON'T KNOW/ REFUSED	1 0.3	-	-	-	-		-	_		1 0.4	
TOTAL	304 100.0				58 100.0						
Means Std.Dev. Std.Err.	27.76	29.20	32.81	33.21	54.1 28.61 3.76	23.25	27.33	26 54	27 05	27 17	27 40

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 34
Q25A: ANY OTHER CHARACTERISTICS BY WHICH YOU EVALUATE A CIGAR OTHER THAN THE ONES ALREADY MENTIONED?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO		AR- TURO FU- ENTE	AVO		MACA- NUDO		
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
MENTIONED OTHER	69	9	1	3	9	6	46	27	26	59	46	
CHARACTERISTIC	22.7	27.3	14.3	33.3	15.5	30.0	28.2	26.5	26.5	24.7	23.1	
AVAILABILITY	4 1.3	-	1 14.3	- -	- -	1 5.0	3 1.8					
QUALITY OF BURNING/ EVEN BURN	17 5.6	1 3.0	1 14.3	1 11.1		1 5.0	13 8.0		_			
QUALITY OF CONSTRUCTION	9 3.0	1 3.0	-	- -	-	2 10.0	7 4.3		_	-	8 4.0	
FEELS SMOOTH/FIRM/ PACKED TIGHT	17 5.6	5 15.2	1 14.3	-	2 3.4	1 5.0	13 8.0	_	-			
DRAW/EVEN DRAW	7 2.3	1 3.0	-	1 11.1					_		-	
FRESHNESS	7 2.3	1 3.0		11.1		1 5.0					_	
SMELL OF CIGAR UNLIT	4 1.3			- -	-		4 2.5	_	_		_	
PACKAGING/WRAPPER CONDITION/DURABILITY	11 3.6			-	1 1.7						_	
OTHER	15 4.9		-	11.1					-			
NO OTHER CHARACTERISTICS	235 77.3											
TOTAL	326 107.2										219 110.1	

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 35

Q26 : DO YOU PREFER A ROUND HEADED OR A FLAT HEADED CIGAR?

	BRANDS USED MOST OFTEN BRANDS							BRANDS	MENTIONED			
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO		AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	
BASE - total respondents	304	33	.7	9	58	20	163	102	98	239	199	
ROUND HEADED	197 64.8	19 57.6	4 57.1	5 55.6				68 66.7	-		129 64.8	
FLAT HEADED	53 17.4	3 9.1	2 28.6	2 22.2		4 20.0		16 15.7		42 17.6	-	
NO PREFERENCE	54 17.8	11 33.3	1 14.3	2 22.2	4 6.9			18 17.6				
TOTAL	304 100.0	33 100.0	7 100.0	-		20 100.0	163 100.0	102 100.0	98 100.0		199 100.0	

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 36
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

			BRA	ANDS U	SED MOS			BRANDS MENTIONED				
		TOTAL	AR- TURO FU- ENTE	OVA	OFF	MACA-	PAR- TAGAS	AR- TURO FU- ENTE	AVO		NUDO	PAR- TAGAS
	E - total condents	304	33			58						199
	JRO FUENTE BEST	48 15.8	16 48.5	- -	1 11.1	1 1.7	- -	35 21.5	16 15.7	19 19.4	34 14.2	
(4)		61 20.1	7 21.2	1	1		3		18	20		40
(3)		64 21.1	3 9.1		_							
(2)		56 18.4			3 33.3			27 16.6				
(1)	WORST	37 12.2		2 28.6		6 10.3		16 9.8				
	MEAN	3.10	4.03	2.14	2.78	2.84	2.39	3.32	2.85	3.00	3.07	3.02
AVO (5)	BEST	35 11.5				6.9						24 12.1
(4)		38 12.5			-	1.7		28 17.2			-	
(3)		40 13.2			3 33.3	7 12.1		19 11.7				
(2)		50 16.4			-	13 22.4						
(1)	WORST	87 28.6	33.3	-		32.8	30.0	28.8	13.7	32.7	31.0	32.7
	MEAN	2.54	2.63	4.86	3.44	2.05	2.47	2.66	3.53	2.73	2.51	2.52

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2 TABLE 36

Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

			BRANDS USED MOST OFTEN BRAND						BRANDS	MENTIONED			
		TOTAL	AR- TURO FU- ENTE	OVA	DAVID OFF	MACA-	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	TAGAS	
	IDOFF BEST	59 19.4	4 12.1	1 14.3	7 77.8	4 6.9	5 25.0	40 24.5	24 23.5	38 38.8	45 18.8	41 20.6	
(4)						7 12.1							
(3)						9 15.5							
(2)		54 17.8	6 18.2		- -	13 22.4	1 5.0	30 18.4	17 16.7	14 14.3	48 20.1	38 19.1	
(1)	WORST	46 15.1	4 12.1	-	· -	13 22.4	3 15.0	27 16.6	18 17.6	7 7.1	41 17.2	36 18.1	
	MEAN	3.08	3.07	3.86	4.78	2.48	3.33	3.17	3.15	3.74	2.98		
MAC	ANUDO												
(5)	BEST	90 29.6	3 9.1	-	-	44 75.9	1 5.0	33 20.2	12 11.8	14 14.3	85 35.6	53 ´ 26.6	
(4)						7 12.1							
(3)						4 6.9							
(2)						1 1.7							
(1)	WORST	39 12.8	8 24.2	3 42.9	1 11.1	1 1.7	5 25.0	30 18.4	26 25.5	17 17.3	27 11.3	32 16.1	
	MEAN	3.42	2.60	2.00	2.44	4.61	2.47	3.06	2.67	2.92	3.56	3.26	

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2
TABLE 36
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

		BRA	NDS US	SED MOS	ST OFTI	EN	BRANDS MENTIONED					
	TOTAL	FU-		DAVID OFF			AR- TURO FU- ENTE		DAVID OFF	MACA- NUDO		
PARTAGAS										•		
(5) BEST	52 17.1	2 6.1	-	-	4 6.9	14 70.0	29 17.8	17 16.7	9 9.2	41 17.2	46 23.1	
(4)	76 25.0	8 24.2	-	1 11.1	22 37.9	4 20.0	34 20.9	14 13.7	18 18.4	62 25.9	57 28.6	
(3)	57 18.8	9 27.3	3 42.9	- -	13 22.4	1 5.0	36 22.1	27 26.5	28 28.6	52 21.8	41 20.6	
(2)		8 24.2										
(1) WORST	33 10.9	2 6.1	2 28.6	6 66.7	3 5.2	<u>-</u>	23 14.1	19 18.6	16 16.3	24 10.0	14 7.0	
MEAN	3.25	3.00	2.14	1.56	3.40	4.55	3.08	2.87	2.81	3.26	3.45	

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2
TABLE 37
Q28 : ON WHICH OCCASION DO YOU SMOKE CIGARS MOST OFTEN?

		BRA					BRANDS MENTIONED				
	TOTAL		AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF		TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
AFTER DINNER	87 28.6								23 23.5	69 28.9	61 30.7
AT A SPORTING EVENT		1 3.0			5 8.6		5 3.1			13 5.4	8 4.0
WHILE PLAYING POKER/ CARDS	7 2.3	-	1 14.3	-	3 5.2	-	1 0.6				2 1.0
WHILE DOING PAPERWORK	11 3.6		-	1 11.1	1 1.7	-	6 3.7	_			8 4.0
WHILE READING	6 2.0	-	-	-		1 5.0					_
AT A SOCIAL GATHERING	23 7.6			-	4 6.9	5 25.0					
WHILE RELAXING					19 32.8		87 53.4			107 44.8	
WHILE PLAYING GOLF	2 0.7		1 14.3		1.7		- -			2 0.8	
OTHER	20 6.6			-	3 5.2					14 5.9	
NONE	-	-		-	-	-	-		-	-	-
TOTAL	304 100.0				58 100.0						

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 38

Q29 : HAVE YOUR CIGAR SMOKING PATTERNS CHANGED IN THE LAST TWO YEARS?

		BRA	ANDS U	USED MOST OFTEN				BRANDS	MENTI	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
YES	121 39.8	19 57.6	5 71.4	_		8 40.0			- 41 41.8		85 42.7
NO	183 60.2	14 42.4		_		12 60.0	84 51.5		57 58.2	138 57.7	114 57.3
TOTAL	304 100.0	33 100.0	7 100.0	9 100.0		20 100.0	163 100.0	102 100.0	98 100.0	239 100.0	199 100.0

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 39
Q29A: HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		BRANDS USED MOST OF				OFTEN BRANDS MENTIONED					
	TOTAL	AR- TURO FU-	• AVO	DAVID	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	
BASE - total respondents whose cigar smoking patterns have changed in last two years	121			3		8		44			85
POSITIVE (NET)	92	18	5	3	18	5	64	39	36	80	70
	76.0	94.7	100.0	100.0	75.0	62.5	81.0	88.6	87.8	79.2	82.4
SMOKE HIGHER QUALITY CIGARS	17 14.0			1 33.3			13 16.5				12 14.1
SMOKING MORE	65 53.7		3 60.0		14 58.3		46 58.2		26 63.4		
SMOKING TO RELAX	6 5.0						5 6.3				
ENJOY SMOKING CIGARS MORE	2 1.7		-	33.3			1 1.3				
BETTER EDUCATED/MORE INFORMED ABOUT CIGARS						1 12.5					_
SMOKING WITH/AFTER A	3 2.5		40.0		4.2		2.5				
LIKE TO TRY DIFFERENT CIGARS/BRANDS					-	-	4 5.1				
SMOKING MORE EXPENSIVE CIGARS	4 3.3	_		- 			3 3.8		_		_
SMOKING LARGER/ HEAVIER BODIED CIGARS	3 2.5			. <u>-</u>	- -						
RECENTLY STARTED SMOKING	7 5.8						-				
SMOKE MORE PLACES/GO WHERE ACCEPTABLE	2 1.7	- -			8.3		1.3			2.0	

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 39
Q29A: HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	AR- TURO FU-	OVA	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE		DAVID OFF	MACA- NUDO	
BASE - total respondents whose cigar smoking patterns have changed in last two years	121	19	5	3	24	8	79	44	41	101	85
HABIT	2	-	1		-	-	2	1	-	1	1
	1.7	-	20.0	-	-	-	2.5	2.3	-	1.0	1.2
OTHER POSITIVE COMMENTS	6 5.0				3 12.5	-	4 5.1	_	_	-	6 7.1
NEGATIVE (NET)	29	2	-	-	7	1	15	5	6	20	15
	24.0	10.5	-	-	29.2	12.5	19.0	11.4	14.6	19.8	17.6
SMOKING LESS	14 11.6		-	-	*2 8.3	<u>-</u>	6 7.6				7 8.2
SMOKING LESS FOR HEALTH REASONS	3 2.5		-	-	3 12.5		2 2.5			•	
SMOKING LESS IN PUBLIC/MORE BY MYSELF		5.3		-	2 8.3		_		-		_
LIMITATIONS/ REGULATIONS AGAINST SMOKING	5	1		-		1 12.5					
CHANGED SMOKING LOCATION	-		- -	-	· -	-	-	· -	-	-	-
CAN'T AFFORD/SMOKE CHEAPER CIGARS	2 1.7					-	2 2.5		2.4		
OTHER NEGATIVE COMMENTS	1 0.8			-	- -		1.3				_
NEUTRAL (NET)	1	-	-	-	-	1	1	. 1	. 1	1	1
	0.8	-	-	-	-	12.5	1.3	2.3	2.4	1.0	1.2
OTHER NEUTRAL COMMENTS	1 0.8		-	-		1 12.5					

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BANNER 2 TABLE 39

Q29A : HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		BRANDS USED MOST OFTEN							BRANDS MENTIONED			
	TOTAL	AR- TURO FU- ENTE	AVO		DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents whose cigar smoking patterns have changed in last two years	121	19		5	3	24	8	79	44	41	101	85
DON'T KNOW	-	-		-	-	-	-	-	-	-	-	-
NO REASON	- - -	- - -		-	- -	- -	- - -	- -	- - -	- - -	- - -	- -
TOTAL	165 136.4	33 173.7		8	4 133.3	31 129.2	9 112.5		65 147.7	60 146.3	138 136.6	119 140.0

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BANNER 2 TABLE 40

Q30 : DO YOU USUALLY PURCHASE A SINGLE CIGAR OR A BOX?

		BRA	NDS US	SED MOS	ST OFTE	BRANDS MENTIONED					
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
SINGLE	92 30.3	9 27.3	2 28.6	6 66.7	29 50.0	6 30.0		36 35.3	28 28.6	74 31.0	61 30.7
вох	212 69.7	24 72.7	5 71.4	3 33.3		14 70.0	113 69.3	66 64.7	70 71.4	165 69.0	138 69.3
TOTAL	304 100.0	33 100.0	7 100.0	9 100.0		20 100.0	163 100.0	102 100.0	98 100.0	239 100.0	

BANNER 2 TABLE 41

Q31 : DO YOU PREFER TO PURCHASE CIGARS WHICH ARE NOT WRAPPED, CIGARS THAT ARE INDIVIDUALLY WRAPPED IN CELLOPHANE, OR CIGARS THAT COME IN INDIVIDUAL CONTAINERS?

		BRA	ANDS US	SED MOS	ST OFTE	EN	I	BRANDS	MENTI	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
NOT WRAPPED	85 28.0			5 55.6	12 20.7		55 33.7				69 34.7
WRAPPED IN CELLOPHANE					21 36.2						
INDIVIDUAL CONTAINERS	62 20.4				24 41.4					51 21.3	
REFUSED	21 6.9	3 9.1	1 14.3	2 22.2	1 1.7	3 15.0	14 8.6				
TOTAL	304 100.0				58 100.0					239 100.0	199 100.0

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BANNER 2 TABLE 42

Q32 : DO YOU PURCHASE CIGARS FROM A HUMIDOR?

		BRA	ANDS US	SED MOS	ST OFTI	EN	I	BRANDS	MENTI	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
YES	243 79.9	29 87.9	7	9 100.0			-		-		171 85.9
		0,.5			02.0	33.0	00.0	,,,,	03.7	02.0	00.5
NO	61	4	-	-	10	1	24	6	14	41	28
	20.1	12.1	-	-	17.2	5.0	14.7	5.9	14.3	17.2	14.1
TOTAL	304	33	7	9	58	20	163	102	98	239	199
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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BANNER 2
TABLE 43
Q33 : FROM WHERE DO YOU PURCHASE CIGARS MOST FREQUENTLY?

		BRA	ANDS US	SED MOS		ΞN	BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO		MACA-	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
DRUG STORE	8 2.6		-	-	-	- -	1 0.6		1 1.0		
MAIL ORDER	89 29.3			1 11.1			52 31.9			71 29.7	
NEWS STAND	3 1.0		-	-	1 1.7		1 0.6			1 0.4	
RESTAURANT	-	-	-	-	-	-	-	-	-	-	-
SPORTING EVENT	-	-	-	-	-	-	-	- -	-	<u>-</u>	<u>-</u>
TOBACCO/SMOKE SHOP		19 57.6			43 74.1		98 60.1				
AIRPORT/DUTY FREE SHOP	-	, - -	- -	- -	-	- -	-	-	-	-	-
BAR/CLUB	-	-	-	-	-	-	- -	- -	-	-	-
CANDY STORE	0.3		<u>-</u>	-	1 1.7		-	- -	<u>-</u>	1 0.4	
CONVENIENCE STORE	-	· -	-	- -	-		-	-	-	-	- -
GROCERY STORE/ SUPERMARKET	1 0.3		- -	-	- -	- -	-	- -	-	-	-
HOTEL	1 0.3		- -	<u>-</u>	<u>.</u> -	- -	-	- -	-	-	1 0.5
LIQUOR STORE	7 2.3		-	1 11.1			1 0.6				

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 43
Q33 : FROM WHERE DO YOU PURCHASE CIGARS MOST FREQUENTLY?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED				
	TOTAL	_		DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO		MACA- NUDO	PAR- TAGAS	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
MALL	-	-	-	-	-	-	-	-	-	-	- -	
RETAIL SHOP/OUTLET	2 0.7	- -	-	-	- -	-	1 0.6	- -	1	2 0.8	1 0.5	
VARIETY STORE	2 0.7	-	-	-	-	-	1 0.6	1.0	1.0	1 0.4	1 0.5	
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	7 2.3	1 3.0	-	-	3 5.2	-	4 2.5	1 1.0	1.0	6 2.5	6 3.0	
GAS STATION	4 1.3	. <u>-</u>	-	-	-	1_	-	<u>-</u>	- -	-	-	
OTHER	7 2.3	2 6.1	-	-	-	-	4 2.5	-	2 2.0	4 1.7	4 2.0	
DON'T KNOW	-	-	-	· -	-	-	-	-	-	- -	_	
TOTAL	304 100.0	33 100.0	7	9 100.0		20 100.0		102 100.0	98 100.0	239 100.0	199 100.0	

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BANNER 2 TABLE 44

Q33A : WHY PURCHASE MOST OFTEN?

		BRANDS USED MOST OFTEN									
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	TAGAS
BASE - total respondents	304	33	7								
TASTE/FLAVOR (NET)	63	7	3	1	14	8	34	20	23	49	41
	20.7	21.2	42.9	11.1	24.1	40.0	20.9	19.6	23.5	20.5	20.6
FRESHNESS/CIGARS ALWAYS FRESH	63 20.7	7 21.2	3 42.9		14 24.1		34 20.9	20 19.6			
OTHER TASTE/FLAVOR COMMENTS	-	- -		-		-	-	-		-	
VARIETY (NET)	77	11	3	3	12	9	54	34	28	66	59
	25.3	33.3	42.9	33.3	20.7	45.0	33.1	33.3	28.6	27.6	29.6
LIKE/GOOD VARIETY	44 14.5								18 18.4		
BETTER/LARGER VARIETY			2 28.6		_	_		14 13.7		31 13.0	
OTHER VARIETY COMMENTS	-			-		-	-	-		-	-
AVAILABILITY (NET)	65	6	2	-	16	4	29	15	14	52	43
<u> </u>	21.4	18.2	28.6	-	27.6	20.0	17.8	14.7	14.3	21.8	21.6
AVAILABILITY/ GUARANTEE AVAILABILITY	19 6.3	_		-	2 3.4				_	14 . 5.9	
USUAL BRAND IN STOCK	20 6.6	_	1 14.3		5 8.6		11 6.7			. 16 . 6.7	
ONLY PLACE WHERE BRAND IS AVAILABLE	23 7.6		1 14.3		6 10.3	10.0				. 19 . 7.9	
CARRIES CIGARS	4 1.3			-	3 5.2				1.0	. 4	_
OTHER AVAILABILITY COMMENTS	-		-	-	-		-		-		

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BANNER 2 TABLE 44 Q33A : WHY PURCHASE MOST OFTEN?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED				
	TOTAL	AR- TURO FU-	AVO			MACA-		AR- TURO	OVA		MACA- NUDO	
BASE - total respondents	304	33		7	9	58	20	163	102	98	239	199
QUALITY (NET)	63	3		3	4	16	5	37	28	27	54	45
- 111 101 101	20.7	9.1	42	. 9	44.4	27.6	25.0	22.7	27.5	27.6	22.6	22.6
HAVE BETTER/QUALITY BRANDS	18 5.9			3 . 9	-	4 6.9		10 6.1	7 6.9		-	14 7.0
KEEP CIGARS IN HUMIDOR	42 13.8			-	4 44.4							
CIGARS PROPERLY CARED FOR/STORED WELL	12 3.9			-	1 11.1							
OTHER QUALITY COMMENTS	- -	- -		- -	-		· -	-	-	-	-	-
STYLE/DESIGN (NET)	2	1		-	-	1	-	1	2	1	2	2
	0.7	3.0		-	-	1.7	-	0.6	2.0	1.0	0.8	1.0
HAVE PREMIUM CIGARS	2 0.7			-	-	1 1.7		1 0.6				
OTHER STYLE/DESIGN COMMENTS	-	-		-	-	-	-	-	-	-	-	-
PRICE/VALUE (NET)	100	16		1	2	8	6	63	37	41	. 83	73
	32.9	48.5	14	. 3	22.2	13.8	30.0	38.7	36.3	41.8	34.7	36.7
GOOD/REASONABLE PRICE	30 9.9			-	-	3 5.2						
LESS EXPENSIVE/LOWER PRICE	58 19.1			.3								
DISCOUNT	11 3.6			- -		-	-				-	
GOOD VALUE FOR THE MONEY	0.3			-	-	1.7		-			-	

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BANNER 2
TABLE 44
Q33A: WHY PURCHASE MOST OFTEN?

		BRA	ANDS U	JSED MO	D MOST OFTEN			BRANDS	MENTI	ONED	
	TOTAL	AR - TURO FU- ENTE	OVA	DAVII OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	TAGAS
BASE - total respondents	304	33	7	7 9	58	20	163	102	98	239	199
NOT PAY TAX/TOBACCO	5 1.6	1 3.0	14.3	L -	- · -		2 1.2	4 3.9		5 2.1	
CHEAPER PRICE THROUGH CLUB	2 0.7	-		- 11.3	•	- -	-	_	_	_	_
OTHER PRICE/VALUE COMMENTS	- -				- -	. -			- -		-
CONVENIENCE (NET)	. 97	9	:	2 :	3 18	5	53	31	34	70	61
	31.9	27.3	28.	6 33.3	31.0	25.0	32.5	30.4	34.7	29.3	30.7
CONVENIENT LOCATION				_	- 5 - 8.6			5.9	7 7.1		
CONVENIENT TO/CLOSE TO HOME	16 5.3	-			2 7 2 12.1		7 4.3	-	-		
CONVENIENT TO/CLOSE TO WORK		-			- 1 - 1.7	-	3.7				
PHONE/MAIL ORDER MORE CONVENIENT					- 2 - 3.4	-	4.9	3 2.9	5.1	17 7.1	13 6.5
HAVE DELIVERY		2 6.1		1 3 11.	1 1 1 1.7	10.0	4.9	_		13 5.4	
FAST/QUICK DELIVERY	13 4.3	-					5.5	-	_	8	_
STORE QUICKER THAN MAIL ORDER	6 2.0	3 9.1			 	1 5.0	3.1	5 2 L 2.0		2.1	-
CONVENIENT (NS)	6 2.0				- 3 - 5.2		1.2	2 2.0	2.0	1.7	5 2.5
EASY	2			- -		-	0.6	L -		-	

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BANNER 2
TABLE 44
Q33A : WHY PURCHASE MOST OFTEN?

•	1						BRANDS MENTIONED					
	TOTAL	AR- TURO FU-	AVO	DAVID	MACA- NUDO	PAR- TAGAS	AR- TURO	AVO		MACA- NUDO		
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
OTHER CONVENIENT COMMENTS	0.3	-	-	- -	-		0.6	-	- -	1 0.4	<u>-</u> -	
SERVICE (NET)	35	7	2	1	9	-	22	14	14	29	27	
	11.5	21.2	28.6	11.1	15.5	-	13.5	13.7	14.3	12.1	13.6	
KNOWLEDGEABLE STAFF	19 6.3	2 6.1	1 14.3				12 7.4	6	6 6.1		14 7.0	
•	0.3	6.1	14.3	-	12.1	-	7.4	5.9	6.1	7.9	7.0	
FRIENDLY/HELPFUL EMPLOYEES	16 5.3	5 15.2	1 14.3	-	3 5.2		10 6.1		8 8.2		15 7.5	
GOOD SERVICE	4 1.3	1 3.0	-	1 11.1	_		•		2.0		_	
MONEY BACK GUARANTEE	3 1.0	2 6.1			_		_		_	_	_	
OTHER SERVICE COMMENTS	1 0.3	-	- -	-	-	-	1 0.6		-	-	_	
MISCELLANEOUS (NET)	33	3	2	, 1	7	2	21	9	12	28	24	
	10.9	9.1	28.6	11.1	12.1	10.0	12.9	8.8	12.2	11.7	12.1	
HABIT	6 2.0		1 14.3		1 1.7		4 2.5		_			
CIGAR/TOBACCO SPECIALTY SHOP	11 3.6		1 14.3	_	_			-			_	
CAN SAMPLE/TASTE CIGARS	5 1.6				3 5.2		•				_	
WINE CELLAR/LIQUOR STORE	2 0.7			-	-		1 0.6			_	_	
ENJOYABLE PLACE TO SHOP	2 0.7		· -	-	-		1 0.6			•	_	

BANNER 2
TABLE 44
Q33A : WHY PURCHASE MOST OFTEN?

		BRA	NDS US	SED MOS	ST OFTE	EN	BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
KNOW/FRIENDS WITH OWNER	1 0.3	- -	-	-	-	-	-	-	-	-	-
CAN BROWSE/CHECK CIGARS	2 0.7	1 3.0	-	-	- -	1 5.0	2 1.2	2.0	1 1.0	2 0.8	2 1.0
OTHER MISCELLANEOUS COMMENTS	7 2.3	1 3.0	-	- -	1 1.7	1 5.0	5 3.1	- -	3 3.1	7 2.9	6 3.0
DON'T KNOW	-	- -	-	-	-	-	-	- -	- -	-	-
NOTHING	1 0.3	-	-	-	- -	-	- -'	-	-	-	- -
TOTAL	575 189.1	69 209.1	20 285.7	16 177.8	108 186.2	42 210.0	339 208.0	204 200.0		466 195.0	407 204.5

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BANNER 2
TABLE 45
Q34 : FROM WHERE DO YOU PURCHASE CIGARS SECOND MOST FREQUENTLY?

				JSED MO		BRANDS MENTIONED					
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	OVA	DAVID OFF	MACA- NUDO	
BASE - total respondents		33			58						199
DRUG STORE	20 6.6			- 2 - 22.2						15 6.3	
MAIL ORDER	41 13.5			1 - 3 -	4 6.9		30 18.4			30 12.6	
NEWS STAND	4 1.3			- 	-	- -			2 2.0		
RESTAURANT	3 , 0 9	2 6.1		 	3 5.2		3 1.8		3 3.1		
SPORTING EVENT	- -				- -		-	- -	-	-	-
TOBACCO/SMOKE SHOP	98 32.2	11 33.3		1 2 3 22.2			65 39.9	38 37.3		80 33.5	
AIRPORT/DUTY FREE SHOP		3.0									
BAR/CLUB	3 1.0			- 1 - 11.1			0.6			0.4	
CANDY STORE	-				· -	. <u>-</u>	- -		 	. <u>-</u>	-
CONVENIENCE STORE	1 0.3				 		· -		- 	· -	0.5
GROCERY STORE/ SUPERMARKET	5 1.6			- -	- 2 - 3.4		0.6			. 1.3	
HOTEL	7 2.3			- : - 11.:	1 1 1 1.7		. 2			2 7	
LIQUOR STORE	1.6				- 2 - 3.4		1.2		2 1	L 4	

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 45
Q34 : FROM WHERE DO YOU PURCHASE CIGARS SECOND MOST FREQUENTLY?

	BRANDS				DS USED MOST OFTEN						NED	
	TOTAL	FU-	AVO			MACA- NUDO	PAR-	AR- TURO FU- ENTE		DAVID	MACA- NUDO	
BASE - total respondents	304	33		7	9	58	20	163	102	98	239	199
MALL	3 1.0	-		- -	-	-	-	-	-	1 1.0	3 1.3	2 1.0
RETAIL SHOP/OUTLET	-	-		-	-	-	- -	-	-	- -	-	-
VARIETY STORE	0.3			-	-	-	<u>-</u>	-	-	-	- -	_
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE				-	-	1 1.7		1 0.6		- -	2 0.8	
GAS STATION	0.3			-	-	1 1.7		-	-	-	0.4	
OTHER	4 1.3			-	-	1 1.7		- -	-	-	2 0.8	
NOWHERE ELSE	98 32.2						9 45.0	48 29.4		28 28.6	80 33.5	
DON'T KNOW	-	-		-	-	-	-	-	-	- -	-	-
TOTAL	304 100.0					58 100.0						199 100.0

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 46
Q35 : FROM WHERE DID YOU PURCHASE YOUR VERY FIRST CIGAR?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED				
	TOTAL	AR- TURO FU-		DAVID	MACA-	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO		
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
DRUG STORE	68 22.4				13 22.4	3 15.0				59 24.7		
MAIL ORDER	9 3.0		-			1 5.0					5 2.5	
NEWS STAND	4 1.3		-	-	-		_					
RESTAURANT	3 1.0		-	-	-	-	2 1.2		2 2.0			
SPORTING EVENT	-		-	-	<u> </u>	-	-		- -		-	
TOBACCO/SMOKE SHOP					14 24.1		63		45 45.9		75 37.7	
AIRPORT/DUTY FREE SHOP	-	-	-	-	. <u>-</u>		. <u>-</u>	-	-		-	
BAR/CLUB	1 0.3		-	-	. <u>-</u>	 	- -	- -	. <u>.</u>	0.4		
CANDY STORE	7 2.3		14.3				- 2 - 1.2		2.0			
CONVENIENCE STORE	7 2.3				- 3 - 5.2		- 4		2.0			
GROCERY STORE/ SUPERMARKET	15 4.9			· 11.1	1 5 1 8.6		L 5		3 4.1			
HOTEL	7 2.3		 	·	- 2 - 3.4		L 2					
LIQUOR STORE	12 3.9				1 5.6	5 ·	- 6 - 3.7		5 3 9 3.1	3 10 L 4.2		

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2
TABLE 46
Q35 : FROM WHERE DID YOU PURCHASE YOUR VERY FIRST CIGAR?

		BRA	NDS US	SED MOS	ST OFTE	EN	BRANDS MENTIONED					
	TOTAL	AR- TURO FU- ENTE		DAVID OFF	MACA- NUDO		AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
MALL	2 0.7	-	- -	-	1 1.7		- -	-	1.0	0.8	1 0.5	
RETAIL SHOP/OUTLET	2 0.7	2 6.1	-	-	-	-	2 1.2	1 1.0	1 1.0		-	
VARIETY STORE	1 0.3	-	-	-	-	-		-	- -	-	-	
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE			-	-	1.7	1 5.0	1 0.6	-	-	1 0.4	2 1.0	
GAS STATION	5 1.6		-	-	1 1.7	-	3 1.8	-	- -	4 1.7		
WAS A GIFT	10 3.3	1 3.0	-	- -	1 1.7	1 5.0	4 2.5		2 2.0	7 2.9	5 2.5	
OTHER	12 3.9		-	-	1 1.7		3 1.8	3 2.9	- -	8 3.3	7 3.5	
DON'T KNOW	42 13.8										24 12.1	
TOTAL	304 100.0				58 100.0			102 100.0	98 100.0	239 100.0		

BANNER 2
TABLE 47
O36 : WHERE ELSE HAVE YOU PURCHASED CIGARS?

BRANDS MENTIONED BRANDS USED MOST OFTEN AR-AR-TURO DAVID MACA- PAR- TURO DAVID MACA- PAR-FU- AVO OFF NUDO TAGAS FU- AVO OFF NUDO TAGAS TOTAL ENTE ENTE BASE - total 304 33 7 9 58 20 163 102 239 199 respondents DRUG STORE 31 2 5 9 1 13 12 22 15 10.2 6.1 14.3 22.2 8.6 8.0 8.8 12.2 9.2 7.5 MAIL ORDER 22 1 2 17 17 11 . 7.2 9.1 1.7 10.0 10.4 10.8 8.2 8.5 NEWS STAND 10 1 4 2 6 2 5 6.9 10.0 3.3 3.7 2.0 1.0 RESTAURANT 29 1 2 2 16 10 11 9.5 18.2 14.3 22.2 13.8 10.0 9.8 9.8 11.2 10.0 11.6 SPORTING EVENT 1 0.3 0.6 0.4 TOBACCO/SMOKE SHOP 63 7 - 1 12 1 33 20 18 48 43 20.7 21.2 - 11.1 20.7 5.0 20.2 19.6 18.4 20.1 21.6 AIRPORT/DUTY FREE SHOP 6 1 1 1 3 3 3 2.0 3.0 - 11.1 - 5.0 1.8 2.9 3.1 1.7 2.0 BAR/CLUB 5 2 1. 1 3.0 14.3 3.4 1.2 2.0 - 2.1 2.0 CANDY STORE 1 1 1 0.3 CONVENIENCE STORE 1 1.3 1.7 0.6 - 1.0 1.7 1.0 GROCERY STORE/ 8 1 2 1 4 2 4 SUPERMARKET 2.6 - 11.1 3.4 5.0 2.5 2.0 4.1 2.1 2.5 HOTEL 10 1 1 1 3 1 4 2 3 9 3.3 3.0 14.3 11.1 5.2 5.0 2.5 2.0 3.1 3.8 LIQUOR STORE 3 1 1.0 - 1.0 1.0

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BANNER 2
TABLE 47
Q36 : WHERE ELSE HAVE YOU PURCHASED CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO		MACA- NUDO	PAR-	AR- TURO FU- ENTE		DAVID	MACA- NUDO	
BASE - total respondents	304	33	7	9	58			102	98	239	199
MALL	1 0.3	. <u>-</u>	-	-	-	-	- -	-	-	1 0.4	-
RETAIL SHOP/OUTLET	4 1.3	3.0	-	-	2 3.4	-	2 1.2	1.0			
VARIETY STORE	2 0.7	-	-	-	1 1.7	- -	<u>-</u>	- -	-	1 0.4	1 0.5
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE			-	-	1.7		1 0.6	1 1.0		1.3	
GAS STATION	1 0.3	-	-	-	-	-	-	-	-	-	-
OTHER	17 5.6	-	-	1 11.1	3 5.2		10 6.1		8 8.2		
NOWHERE ELSE	132 43.4			2 22.2	24 41.4			49 48.0	41 41.8		84 42.2
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-
TOTAL	354 116.4		_		69 119.0						

BANNER 2
TABLE 48
Q37 : DOES THE TYPE OF RETAIL OUTLET HAVE AN IMPACT ON YOUR PERCEPTION OF THE QUALITY OF THE CIGAR?

		BRA	BRANDS USED MOST OFTEN					BRANDS	MENTIC	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
YES	172 56.6	20 60.6	4 57.1	7 77.8			97 59.5	57 55.9	66 67.3	136 56.9	116 58.3
NO	132 43.4	13 39.4	3 42.9	2 22.2		7 35.0		45 44.1	32 32.7	103 43.1	83 41.7
TOTAL	304 100.0	33 100.0	7	9 100.0		20 100.0	163 100.0	102 100.0	98 100.0	239 100.0	199 100.0

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BANNER 2
TABLE 49
Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

				DS USED MOST OFTEN								
	TOTAL	AR- TURO FU-	AVO			MACA- NUDO	PAR- TAGAS	AR-	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents who say type of outlet has impact	172	20		4	7	39	13	97	57	66	136	116
TASTE/FLAVOR (NET)	23	1		-	-	5	3	10	7	4	19	14
	13.4	5.0		-	-	12.8	23.1	10.3	12.3	6.1	14.0	12.1
FRESHNESS/CIGARS ALWAYS FRESH	23 13.4			-	<u>-</u>	5 12.8	3 23.1			_		
OTHER TASTE/FLAVOR COMMENTS	· -	- -		-	- -	- -	- -		-	-	- -	-
VARIETY (NET)	21	3		1	-	3	-	11	6	7	18	11
	12.2	15.0	25	. 0	-	7.7	-	11.3	10.5	10.6	13.2	9.5
GOOD/BETTER VARIETY	21 12.2			1 .0	-	3 7.7		11 11.3				
OTHER VARIETY COMMENTS	-			-	-	- -	· -	-	-	-	-	- -
AVAILABILITY (NET)	6	-		-	1	. 3	1	. 2	2	1	. 6	3
	3.5	-		-	14.3	7.7	7.7	2.1	3.5	1.5	4.4	2.6
USUAL BRAND IN STOCK	6 3.5			-	1 14.3							-
OTHER AVAILABILITY COMMENTS	-			-	-					· -		. <u>-</u>
QUALITY (NET)	101	12		3	6	25	. 7	7 60	39	45	81	. 76
	58.7	60.0	75	. 0	85.7	64.1	. 53.8	61.9	68.4	68.2	59.6	65.5
HAVE BETTER QUALITY	15 8.7			-		_				-	5 14 5 10.3	
PROPER HANDLING/ STORAGE	19 11.0			2	3 42.9				1 10		2 14 2 10.3	

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 49
Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

						BRANDS MENTIONED					
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents who say type of outlet has impact	172	20	4	7	39	13	97	57	66	136	116
KEEP CIGARS IN HUMIDORS/STORED PROPERLY IN HUMIDORS	24 14.0	5 25.0	1 25.0	1 14.3	5 12.8	1 7.7	15 15.5	10 17.5	13 19.7	22 16.2	21 18.1
FRESHER IF KEPT IN HUMIDOR	18 10.5	2 10.0		-		2 15.4			-	13 9.6	
BETTER QUALITY CIGARS IF KEPT IN HUMIDOR	11 6.4	1 5.0	1 25.0							6 4.4	
BETTER QUALITY STORE SELLS BETTER QUALITY CIGAR	19 11.0	-	1 25.0	2 28.6	8 20.5	1 7.7	9 9.3			15 11.0	
STOCK GOES STALE/SITS ON SHELF TO LONG	8 4.7	1 5.0		1 14.3	3 7.7	-	4 4.1				
NO HUMIDOR	5 2.9				1 2.6		4 4.1		4 6.1	_	
OTHER QUALITY COMMENTS	2 1.2		-		1 2.6				3.0		
STYLE/DESIGN (NET)	6	-	_ 1	_	_	1	. 6	; 3	2	: 6	5
	3.5	-	25.0	· -	-	7.7	6.2	5.3	3.0	4.4	4.3
HAVE PREMIUM BRANDS	6 3.5		25.0		 	7.7	6.2				_
OTHER STYLE/DESIGN COMMENTS	-		-					. <u>-</u>			<u>-</u>
PRICE/VALUE (NET)	4	1	. , -		- 1		- 3	3 2	2 3	3 4	4
	2.3	5.0	-	-	2.6	5 -	- 3.1	L 3.5	4.5	2.9	3.4
GOOD VALUE FOR THE MONEY	0.6				- 		- 1.0			L 1	

BANNER 2
TABLE 49
Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	
BASE - total respondents who say type of outlet has impact	172	20		7	39	13	97	57	66	136	116	
EXPENSIVE/MORE EXPENSIVE	3 1.7		-	-	1 2.6		2 2.1		_		-	
OTHER PRICE/VALUE COMMENTS	-	- -	-	-	-	-	-		- -	-	-	
SERVICE (NET)	25	5	1	-	5	1	20	5	8	21	19	
	14.5	25.0	25.0	_	12.8	7.7	20.6	8.8	12.1	15.4	16.4	
KNOWLEDGEABLE STAFF	19 11.0		_		4 10.3	_	15 15.5		-		14 12.1	
STAFF NOT KNOWLEDGEABLE	2 1.2	1 5.0	-	-	-	-	2 2.1		1 1.5		_	
OTHER SERVICE COMMENTS	4 2.3		-	-	1 2.6		3 3.1		_	-	_	
MISCELLANEOUS (NET)	74	7	1	6	15	6	43	30	29	58	48	
4444	43.0	35.0	25.0	85.7	38.5	46.2	44.3	52.6	43.9	42.6	41.4	
STORE SPECIALIZES IN CIGARS/TOBABCCO	41 23.8	3 15.0		_	6 15.4	4 30.8	27 27.8		13 19.7		25 21.6	
CLEAN STORE/NOT MESSY	4 2.3			1 14.3		-		-				
STORE WELL KNOWN/GOOD REPUTATION	3 1.7		-		_		_	_		_	_	
MARKETING/PROMOTION	2 1.2		-		_					_	1 0.9	
STORE NOT LOOK CHEAP	3 1.7			-			2.1		2 3.0			
OTHER MISCELLANEOUS COMMENTS	29 16.9	4 20.0	1 25.0	3 42.9					12 18.2			

BANNER 2
TABLE 49
Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

		BRANDS USED MOST OFTEN BRAND							S MENTIONED			
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	
BASE - total respondents who say type of outlet has impact	172	20	4	7	39	13	97	57	66	136	116	
DON'T KNOW	2 1.2	-	-	-	1 2.6	- -	-	-	- -	2 1.5	1 0.9	
NOTHING	- -	- -	-	<u> </u>	- -	-	-	- -	-	-	-	
TOTAL	290 168.6	33 165.0	9 225.0	16 228.6			171 176.3	108 189.5	116 175.8	236 173.5	202 174.1	

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BANNER 2 TABLE 50

Q38 : ARE YOU AWARE YOU CAN PURCHASE CIGARS THROUGH MAIL ORDER?

		BRANDS USED MOST OFTEN						BRANDS	MENTIONED		
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents not mentioning mail order	167	16	5	8	45	12	73	47	49	130	98
YES	139 83.2	14 87.5	4 80.0	•	36 80.0		64 87.7				84 85.7
NO	28 16.8	2 12.5	1 20.0	_	-	_	_				14 14.3
TOTAL	167 100.0	16 100.0	5 100.0	8 100.0				47 100.0		130 100.0	98 100.0

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 51

Q39 : HAVE YOU EVER PURCHASED CIGARS THROUGH MAIL ORDER?

		BRANDS USED MOST OFTEN						BRANDS	MENTIC	ONED	
	TOTAL	AR- TURO FU- ENTE	avo	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF		PAR- TAGAS
BASE - total respondents not mentioning mail order and aware you can purchase through mail	139	14	4	7	36	9	64	38	42	111	84
YES	68 48.9	_		3 42.9	20 55.6		33 51.6				
NO	71 51.1	5 35.7	_	_	16 44.4	2 22.2				_	
TOTAL	139 100.0		100.0	•		9				111 100.0	84 100.0

23 Feb 95

BANNER 2
TABLE 52
Q40A: WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

				JSED MO		BRANDS MENTIONED					
	TOTAL	AR- TURO FU- ENTE	AVO		MACA-		AR- TURO	AVO		MACA- NUDO	PAR- TAGAS
BASE - total respondents who use mail order	205	26	4	1 4	33	15	123	73	70	163	148
CONVENIENCE (NET)	114	12	4	1	20	8	69	39	36	95	90
	55.6	46.2	100.	25.0	60.6	53.3	56.1	53.4	51.4	58.3	60.8
HOME DELIVERY	31 15.1	9 34.6	50.	2 1 0 25.0		2 13.3	21 17.1				26 17.6
FAST/PROMPT/ON TIME DELIVERY	30 14.6	2 7.7		- -	2 6.1	1 6.7					27 18.2
PAYMENT BY CREDIT	7 3.4	2		 	-	-	6	1	4	5	4 2.7
PAYMENT BY CHECK	6 2.9		25.	1 - 0 -	1 3.0	1 6.7					6 4.1
ORDER BY PHONE	63 30.7	6 23.1		3 1 0 25.0							45 30.4
CONVENIENT (NS)	8 3.9	1 3.8			3 9.1						7 4.7
EASY	4 2.0			 	-	-	3 2.4				2 1.4
BILLED/BILLED TO ACCOUNT	2 1.0			 	3.0		1.6		-	-	2 1.4
OTHER CONVENIENT COMMENTS	2 1.0			<u> </u>	-	1 6.7	-		_	1 0.6	
TASTE/FLAVOR (NET)	10	1			2	2	E	5 2	2	6	6
7 A distributed in the control of th	4.9	3.8			6.1	13.3	4.9	2.7	2.9	3.7	4.1
FRESH	10 4.9			 	2 6.1						
VARIETY (NET)	47	8		- 2	. 5	4	35	5 17	20	35	38
**************************************	22.9	30.8		- 50.0	15.2	26.7	28.5	23.3	28.6	21.5	25.7

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2
TABLE 52
Q40A : WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

					ST OFT	1					
	TOTAL	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF		PAR- TAGAS
BASE - total respondents who use mail order	205			4							148
LIKE/GOOD VARIETY	18 8.8				2 6.1				-		16 10.8
BETTER/LARGER VARIETY	29 14.1				_		23 18.7				
OTHER VARIETY COMMENTS	1 0.5	-	-	. -		_				-	1 0.7
AVAILABILITY (NET)	29	3	2	2	4	-	16	7	9	24	16
	14.1	11.5	50.0	50.0	12.1	-	13.0	9.6	12.9	14.7	10.8
AVAILABILITY/NOT AVAILABLE IN RETAIL STORES	21 10.2	3 11.5			12.1		13 10.6	-		17 10.4	
USUAL BRAND IN STOCK	8 3.9			2 50.0			4 3.3			4.3	_
ONLY PLACE WHERE BRAND IS AVAILABLE	3 1.5		-	-	<u> </u>	-	1 0.8			_	
OTHER AVAILABILITY COMMENTS	-		-	-	_	-	-		-	-	
QUALITY (NET)	6	1		-	1		5	4	. 3	6	6
	2.9	3.8	-	-	3.0	-	4.1	. 5.5	4.3	3.7	4.1
GOOD QUALITY	2 1.0		-		· -		2 1.6	_			_
GUARANTEE/QUALITY GUARANTEE	5 2.4			-	3.0		3.3	-	-	_	_
OTHER QUALITY COMMENTS	-	·	. <u>-</u>	 	· -			· -	. <u>-</u>	- -	- -
PRICE/VALUE (NET)	99	15	1	. 2	13	. 6	64	42	3 6	5 78	73

BANNER 2
TABLE 52
Q40A : WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

				S USED MOST OFTEN				BRANDS MENTIONED				
	TOTAL	AR- TURO FU-	avo		DAVID	MACA-	PAR- TAGAS	AR-	AVO	DAVID OFF	MACA- NUDO	
BASE - total respondents who use mail order	205	26		4	4	33	15				163	148
LESS EXPENSIVE/LOWER PRICE	60 29.3		25.	1	2 50.0	8 24.2		-				44 29.7
GOOD/REASONABLE PRICE	14 6.8			-	- -	1 3.0	1 6.7					12 8.1
DISCOUNT	6 2.9			-	- -	- -	1 6.7	_				_
BULK DISCOUNT/CHEAPER BY THE BOX	9 4.4			-	- -	2 6.1		_				-
PAY LESS TAXES/ TOBACCO TAXES	10 4.9			1	-	1 3.0		-				-
GOOD VALUE FOR THE MONEY	5 2.4			-	1 25.0		-	3 2.4				
PRICE (UNSPECIFIED)	2 1.0			-	-	-		2 1.6			_	
OTHER PRICE/VALUE COMMENTS	4 2.0			-	-	1 3.0		3 2.4		_	_	-
SERVICE (NET)	9	1		-	-	2	-	6	3	5	7	6
	4.4	3.8		-	-	6.1	-	4.9	4.1	7.1	4.3	4.1
GIVE ADVICE/ RECOMMENDATIONS	2 1.0			-	- -	3.0		1 0.8				
OTHER SERVICE COMMENTS	7 3.4			-	-	3.0		5 4.1	_	-		_
MISCELLANEOUS (NET)	8	-		-	-	3	2	4	4	5	7	8
	3.9	-		-	-	9.1	13.3	3.3	5.5	7.1	4.3	5.4
ENJOY CIGAR CATALOGS	4 2.0			- -	-		2 13.3					_

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2 TABLE 52

Q40A: WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

		BRA	ANDS US	SED MOS	ST OFTE	ΣN	BRANDS MENTIONED					
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	
BASE - total respondents who use mail order	205	26	4	4	33	15	123	73	70	163	148	
CAN BUY BY THE BOX/ BUNDLE	1 0.5	-	-	- 	-	- -	1 0.8	-	-	1 0.6	1 0.7	
OTHER MISCELLANEOUS COMMENTS	3 1.5	- -	- -	- -	1 3.0	-	2 1.6	2 2.7	3 4.3	2 1.2	3 2.0	
DON'T KNOW	1 0.5	-	- -	- -		1 6.7	- -	1 1.4	-	1 0.6	1 0.7	
NOTHING	10 4.9	- -	-	1 25.0		1 6.7	1 0.8	1 1.4	3 4.3	6 3.7	5 3.4	
TOTAL	388 189.3	50 192.3		11 275.0		28 186.7		144 197.3	145 207.1	307 188.3	295 199.3	

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 53
Q40B : WHAT DO YOU NOT LIKE ABOUT USING MAIL ORDER?

				SED MOS		BRANDS MENTIONED					
	TOTAL	AR- TURO FU-	AVO			PAR- TAGAS	AR- TURO FU- ENTE	AVO		MACA- NUDO	
BASE - total respondents who use mail order	205	26	4	4	33	15	123	73	70	163	148
CONVENIENCE (NET)	56	8	1	2	8	2	37	22	23	43	34
-	27.3	30.8	25.0	50.0	24.2	13.3	30.1	30.1	32.9	26.4	23.0
NOT LIKE TO WAIT/ LENGTH OF TIME FOR DELIVERY	43 21.0		1 25.0					16 21.9			23 15.5
HAVE TO BUY QUANTITY/ IN BULK/BY THE BOX	13 6.3						9 7.3	7 9.6	_		
OTHER CONVENIENCE COMMENTS	1 0.5		- -	- -	- -	-	1 0.8		-	0.6	
TASTE/FLAVOR (NET)	9	2	1	. 1		1	. 7	6	5	8	7
	4.4	7.7	25.0	25.0		6.7	5.7	8.2	7.1	4.9	4.7
NOT FRESH	9 4.4					6.7					•
OTHER TASTE/FLAVOR COMMENTS	-			 	- -	. <u>-</u>		. .		 	-
AVAILABILITY (NET)	11	. 1	· -			. 1	. 8	: 7	7 5	5 9	7
	5.4	3.8				- 6.7	6.5	9.6	7.3	L 5.5	4.7
LOW AVAILABILITY/OUT OF STOCK	10 4.9					- 1 - 6.7				5 9 1 5.5	
OTHER AVAILABILITY COMMENTS	0.5			- ·			- 1 - 0.8	-		 	
QUALITY (NET)	56	5 7	7 :	1 :	2 13	1 5	5 33	3 23	3 2	0 45	39
	27.3	3 26.9	25.0	50.	33.3	3 33.3	3 26.8	31.5	5 28.	6 27.6	26.4
CANNOT SEE/FEEL/SMELI CIGAR BEFORE PURCHASE							3 28 0 22.8				31 L 20.9

BANNER 2
TABLE 53
Q40B : WHAT DO YOU NOT LIKE ABOUT USING MAIL ORDER?

		BRANDS USED MOST OFTEN											
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE		DAVID OFF	MACA- NUDO	PAR- TAGAS		
BASE - total respondents who use mail order		26	4	4	33	15	123	73	70	163	148		
CANNOT INSPECT FOR FRESHNESS BEFORE PURCHASE	7	1		1 25.0		2 13.3		5 6.8	3 4.3	7 4.3	-		
POOR SHIPPING CONDITIONS/DAMAGED/ DRIED OUT IN SHIPPING			-	- -	1 3.0		3 2.4			3 1.8	_		
OTHER QUALITY COMMENTS	3 1.5		-	-	3.0		2 1.6	_	_	2 1.2	_		
PRICE/VALUE (NET)	12	1	-	_	2	-	7	1	2	9	4		
1.000	5.9	3.8	-	-	6.1	-	5.7	1.4	2.9	5.5	2.7		
MUST PAY POSTAGE AND HANDLING	9 4.4			- -	1 3.0		5 4.1	1.4			-		
OTHER PRICE/VALUE COMMENTS	3 1.5			- -	1 3.0		1.6			1.2			
SERVICE (NET)	7	2	-	-	1	1		3	4	7	6		
17.7.7	3.4	7.7	-	-	3.0	6.7	4.9	4.1	5.7	4.3	4.1		
DIFFICULT TO HANDLE PROBLEMS THROUGH MAIL ORDER	4 2.0	3.8			1 3.0			2.7					
OTHER SERVICE COMMENTS	3 1.5			· -			2.4	1.4	_				
MISCELLANEOUS (NET)	8	1	-	. <u>.</u>	1	-	. 5	5 2	3	5	6		
11144	3.9	3.8	-		3.0	-	4.1	. 2.7	4.3	3.1	4.1		
HAVE TO KNOW EXACTLY WHAT YOU WANT	2 1.0			. <u>-</u>			1.6		1.4				
NOT LIKE CATALOG	2 1.0			· -	-			· -		0.6	_		

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BANNER 2
TABLE 53
Q40B : WHAT DO YOU NOT LIKE ABOUT USING MAIL ORDER?

		BRA	ANDS U	SED MOS	ST OFT	BRANDS MENTIONED					
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents who use mail order	205	26	4	4	33	15	123	73	70	163	148
OTHER MISCELLANEOUS COMMENTS	4 2.0		-	-			3 2.4				3 2.0
DON'T KNOW	-	-	- -	-	-	-	<u>-</u>	-	-	-	-
NOTHING	63 30.7	-	1 25.0		14 42.4						
TOTAL	226 110.2	31 119.2			38 115.2					182 111.7	160 108.1

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BANNER 2 TABLE 54

Q41 : HAVE YOU EVER PURCHASED CIGARS BECAUSE OF A SPECIAL PROMOTION?

		BRANDS USED MOST OFTEN BRANI					BRANDS	MENTIC	ONED		
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
YES	157 51.6	18 54.5	3 42.9	4 44.4		10 50.0	90 55.2	53 52.0	59 60.2	130 54.4	114 57.3
ио	147 48.4	15 45.5	4 57.1	5 55.6	30 51.7	10 50.0	73 44.8	49 48.0	39 39.8	109 45.6	85 42.7
TOTAL	304 100.0	33 100.0	7 100.0	9 100.0		20 100.0	163 100.0	102 100.0	98 100.0	239 100.0	199 100.0

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BANNER 2 TABLE 55

Q42 : WHAT TYPE OF PROMOTION?

					ST OFTE	BRANDS MENTIONED					
	TOTAL	AR- TURO FU-			MACA- NUDO		AR- TURO	AVO		MACA- NUDO	PAR- TAGAS
BASE - total respondents have purchased because of promotion	157	18	3	4	28	10	90	53	59	130	114
BUY A CIGAR, GET A CUTTER	9 5.7		-	-	2 7.1		6 6.7	5 9.4	4 6.8		8 7.0
BUY EIGHT, GET TWO FREE	16 10.2	-	_	-	7 25.0	- -	11 12.2	6 11.3	3 5.1		14 12.3
SPECIAL SAMPLER PACKETS	32 20.4	·1 5.6	-	2 50.0	6 21.4		16 17.8	8 15.1	11 18.6		22 19.3
SALE/DISCOUNT ON CIGARS	28 17.8	7 38.9	1 33.3	2 50.0	5 17.9		21 23.3		15 25.4	24 18.5	23 20.2
SALE/DISCOUNT ON BOX/ PACKAGE	14 8.9		-	-	-	1 10.0		7 13.2	8 13.6	10 7.7	11 9.6
12 CIGARS FOR \$10	7 4.5		2 66.7	- -	2 7.1	- -	3 3.3	3 5.7	4 6.8		5 4.4
BUY THROUGH ADVERTISEMENT	4 2.5		-	-	1 3.6	10.0	_				2 1.8
BUY BOXES,GET A BOX FREE	12 7.6		- -	- -	1 3.6	2 20.0					7 6.1
BUY CIGARS,GET CIGARS FREE	15 9.6		-	-	3 10.7						7 6.1
BUY CIGARS,GET A HUMIDOR FREE	2 1.3		-	-	_						1 0.9
MAIL-IN COUPON FOR FREE/DISCOUNTED CIGARS	4 2.5	_		~	1 3.6		2 2.2				2 1.8
OTHER	22 14.0			- -	2 7.1						18 15.8
TOTAL	165 105.1		3 100.0	100.0	31 110.7						

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 56
Q43A : HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED IN THE PAST TWO YEARS?

		BRA	ANDS US	SED MOS	ST OFTE	BRANDS MENTIONED					
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
YES	95 31.3	15 45.5	4 57.1	2 22.2		2 10.0		42 41.2	38 38.8	76 31.8	71 35.7
NO	209 68.8	18 54.5	3 42.9	7 77.8		18 90.0		60 58.8	60 61.2	163 68.2	128 64.3
TOTAL	304 100.0	33 100.0	7 100.0	9 100.0		20 100.0		102 100.0	98 100.0	239 100.0	199 100.0

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BANNER 2 TABLE 57

Q43B : HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

		BRANDS USED MOST OFTEN						BRANDS MENTIONED				
	TOTAL	AR- TURO FU-	AVO	DAVID OFF	MACA- NUDO		AR- TURO FU- ENTE		DAVID OFF	MACA-		
BASE - total respondents whose attitude toward cigar smoking has changed	95	15	4					42			71	
POSITIVE (NET)	85	14	4	1	15	1	56	39	34	69	66	
	89.5	93.3	100.0	50.0	88.2	50.0	91.8	92.9	89.5	90.8	93.0	
TASTE/FLAVOR (SUB-	6	2	-	-	1	-	5	4	4	5	3	
NET)	6.3	13.3	-	-	5.9	-	8.2	9.5	10.5	6.6	4.2	
ACQUIRED TASTE/ MATURE TASTE	6 6.3			-	_		5 8.2				3 4.2	
OTHER TASTE/FLAVOR COMMENTS	-		-	-			- -	-			-	
QUALITY (SUB-NET)	11	1	1	_	2	-	6	4	3	9	5	
	11.6	6.7	25.0	_	11.8	-	9.8	9.5	7.9	11.8	7.0	
BUYING BETTER QUALITY CIGARS	11 11.6				2 11.8							
OTHER QUALITY COMMENTS	-		-	<u>-</u>	-		<u>-</u>	_			-	
VARIETY (SUB-NET)	1	-	-	· -	-	-	_	-	_	. 1	1	
	1.1	-	-	-	-	-	_	-	_	1.3	1.4	
OTHER VARIETY COMMENTS	1.1		-	· -	-	- -	-	-	- -	_		
HEALTH (SUB-NET)	3	1	_		1		1	. 1	. 1	. 1	2	
	3.2	6.7	-		5.9	-	1.6	2.4	2.6	1.3	2.8	
OTHER HEALTH COMMENTS	3 3.2			· -	5.9		1.6					
PRICE/VALUE (SUB-NET)	2	: -	-				. 1	. 1	. 1	. 1	1	

	2.1	-	-	-	-	-	1.6	2.4	2.6	1.3	1.4
SMOKING MORE EXPENSIVE CIGARS	2 2.1		-								

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2

TABLE 57 Q43B : HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

				S USED MOST OFTEN						MENTI	ONED	
	TOTAL	AR- TURO FU-	AVO			MACA-	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	
BASE - total respondents whose attitude toward cigar smoking has changed	95			4	2	17	2		42		76	71
MISCELLANEOUS (SUB-	73	11		3	1	12	1	51	34	30	61	59
NET)	76.8	73.3	75	. 0	50.0	70.6	50.0	83.6	81.0	78.9	80.3	83.1
NEW SMOKER	9 9.5	2 13.3		-	-	2 11.8		6 9.8			9 11.8	8 11.3
SMOKING MORE	11 11.6			-	-	-	1 50.0			-	-	9 12.7
MORE ENJOYABLE	17 17.9	3 20.0	25	1.0	-	4 23.5	_					15 21.1
MORE PLEASUREABLE	3 3.2			- -	-	-	-	3 4.9				2 2.8
MORE ACCEPTABLE/ ACCEPTED IN PUBLIC	12 12.6			0	-	1 5.9		8 13.1				
NOT CARE WHAT PUBLIC THINKS	5 5.3			-	-	11.8		4 6.6				
MORE KNOWLEDGE/ EDUCATION ABOUT CIGARS	16 16.8			.0		2 11.8		11 18.0	_	7 18.4		
новву	4 4.2			.0	-	-	- -	3 4.9	_		_	_
CONVERSATION ITEM	2 2.1		25	1 .0	- -	-	-	1 1.6				_
LIKE MORE (NS)	3 3.2			-	-	2 11.8		2 3.3				
RESPECT SMOKERS MORE/MORE PRO SMOKING	2 2.1	-		-	1 50.0		-	-	2 4.8			

CIGAR USAGE AND ATTITUDE SIRS #94-305

BANNER 2
TABLE 57
Q43B : HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

				SED MO	BRANDS MENTIONED						
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID	MACA-	PAR- TAGAS	AR-	AVO		MACA- NUDO	
BASE - total respondents whose attitude toward cigar smoking has changed	95	15	4	2	17	2	61	42	38	76	71
OTHER MISCELLANEOUS COMMENTS	1 1.1		-	- -	- -	-	1 1.6				1 1.4
NEGATIVE (NET)	12	1	1	1	3	1	5	3	4	9	6
	12.6	6.7	25.0	50.0	17.6	50.0	8.2	7.1	10.5	11.8	8.5
HEALTH (SUB-NET)	4	-	-	1	1	-	2	1	1	2	1
W-100,	4.2	-	-	50.0	5.9	-	3.3	2.4	2.6	2.6	1.4
CONCERNED ABOUT HEALTH ISSUES	4 4.2	-	-				2 3.3				
OTHER HEALTH COMMENTS	, -	- -	-	-	-	-	-		-	-	- -
PRICE/VALUE (SUB-NET)	1	-	1	-		-	-	1	1	1	1
***************************************	1.1	-	25.0	-	-	-	-	2.4	2.6	1.3	1.4
OTHER PRICE/VALUE COMMENTS	1 1.1		1 25.0		- -	- -	-	1 2.4			
MISCELLANEOUS (SUB-	7	1	-	-	2	1	. 3	1	. 2	6	4
NET)	7.4	6.7	-	-	11.8	50.0	4.9	2.4	5.3	7.9	5.6
UNFAIR RESTAURANT REGULATIONS/ LIMITATIONS	2 2.1			-	-	- -	1.6		2.6		
NOT SMOKE AROUND NON-SMOKERS/SMOKE LESS AROUND NON- SMOKERS	3 3.2		-	-	· -	1 50.0			-		
PUBLIC AGAINST SMOKING	1 1.1		-	-	-	1 50.0					

OTHER MISCELLANEOUS 2 - - 2 - 1 - - 2 1 2.1 - - 11.8 - 1.6 - - 2.6 1.4 COMMENTS

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BANNER 2 TABLE 57

Q43B : HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

		BRA	ANDS U	SED MOS	ST OFTE	BRANDS MENTIONED					
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	avo	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents whose attitude toward cigar smoking has changed	95	15	4	2	17	2	61	42	38	76	71
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
NOTHING	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
TOTAL	121	19	7	2	20	4	79	55	53	99	90
	127.4	126.7	175.0	100.0	117.6	200.0	129.5	131.0	139.5	130.3	126.8

CIGAR USAGE AND ATTITUDE SIRS #94-305

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BANNER 2 TABLE 58

Q44A : DO YOU FEEL THE PUBLIC'S ATTITUDE HAS CHANGED TOWARD CIGAR SMOKING IN THE PAST TWO YEARS?

		BRANDS USED MOST OFTEN						BRANDS	MENTI	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total rspondents	304	33	7	9	58	20	163	102	98	239	199
YES	216 71.1		3 42.9	4 44.4			112 68.7			174 72.8	140 70.4
NO	88 28.9		4 57.1	5 55.6		3 15.0		33 32.4	30 30.6	65 27.2	59 29.6
TOTAL	304 100.0	33 100.0	7	9 100.0		20 100.0	163 100.0	102 100.0	98 100.0	239 100.0	199 100.0

BANNER 2
TABLE 59
Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

	BRANDS USED MOST OFTEN							BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO		MACA- NUDO	PAR- TAGAS	AR-	AVO	DAVID OFF	MACA-	PAR- TAGAS	
BASE - total respondents who say public's attitude has changed	216	23	3	4		17		69			140	
POSITIVE (NET)	94	12	2	2	18	10	58	40	40	80	73	
	43.5	52.2	66.7	50.0	40.0	58.8	51.8	58.0	58.8	46.0	52.1	
HEALTH (SUB-NET)	1	-	-	-	1	-	-	-	-	1	-	
	0.5	-	-	-	2.2	-	-	-	-	0.6	_	
NOT A HEALTH RISK/ NOT UNHEALTHY	1 0.5	-	- -	-	1 2.2	-	-	-	-	1 0.6	-	
OTHER HEALTH COMMENTS	-	-	-	-	-	<u>-</u>	-	-	-	-		
MISCELLANEOUS (SUB-	94	12	2	. 2	18	10	58	40	40	80	73	
NET)	43.5	52.2	66.7	50.0	40.0	58.8	51.8	58.0	58.8	46.0	52.1	
PUBLIC ACCEPTING/ POSITIVE VIEW OF CIGAR SMOKING	35 16.2			2 50.0		5 29.4						
MORE ACCEPTABLE THAN CIGARETTES	3 1.4	1 4.3		-	-	1 5.9			_	_	-	
ACCEPTABLE WITH FAMOUS PEOPLE SMOKING CIGARS	6 2.8			-	2 4.4				_	_		
CIGARS MORE POPULAR	39 18.1				8 17.8							
MORE POPULAR WITH WOMEN	5 2.3		-	-	3 6.7		_		1 1.5		_	
MORE POPULAR WITH YOUNG PEOPLE	7 3.2	_		-	2 4.4							
PUBLIC MORE AWARE OF	7	-	-	-	-	-	5	3	3	5	4	

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BANNER 2
TABLE 59
Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

		BRANDS USED MOST OFTEN							BRANDS		ONED	
	TOTAL	AR- TURO FU-	AVO			MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO		MACA- NUDO	PAR- TAGAS
				-								
BASE - total respondents who say public's attitude has changed	216	23		3	4	45	17	112	69	68	174	140
STATUS/POWER/MONEY SYMBOL	8 3.7	-		- -	-	3 6.7	-	6 5.4	3 4.3	5 7.4	8 4.6	8 5.7
MORE POPULAR WITH UPPER CLASS/YUPPIES	2 0.9	-		-	-	<u>-</u>	-	2 1.8	1 1.4	1 1.5	1 0.6	2
MORE ACCEPTABLE AT	2										_	
RESTAURANTS	0.9	-		-	-	-	-	1.8	-	-	2 1.1	2 1.4
SMOKE BETTER QUALITY CIGARS	2 0.9	-		-	-	1 2.2	-	1 0.9	1 1.4	2 2.9	2 1.1	2 1.4
CIGARS MORE POPULAR SMOKERS	2 0.9	-		- -	-	-	-	-	-	- -	1 0.6	2 1.4
MORE PLACES ACCEPTING OF CIGAR SMOKING	1 0.5	-		-		-	- -	0.9	_	1 1.5		1 0.7
OTHER MISCELLANEOUS COMMENTS	5 2.3	- -		- -	1 25.0	2 4.4	1 5.9			-	_	_
NEGATIVE (NET)	119	12		1	2	28	6	51	27	26	91	64
	55.1	52.2	33.	3	50.0	62.2	35.3	45.5	39.1	38.2	52.3	45.7
HEALTH (SUB-NET)	17	4		-	-	3	1	11	2	8	14	11
	7.9	17.4		-	-	6.7	5.9	9.8	2.9	11.8	8.0	7.9
BAD FOR HEALTH	12 5.6	3 13.0		-	-	3 6.7	1 5.9	-	_	-		6 4.3
SECOND HAND SMOKE VIEWED AS HEALTH RISK	5 2.3	1 4.3		-	- -	-	-	-			_	5 3.6
OTHER HEALTH COMMENTS	-	- -		-	-	-	-	-	-	- -	<u>-</u> -	-

BANNER 2
TABLE 59
Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

	BRANDS USED MOST OFTEN BRANDS									ONED	
	TOTAL	AR- TURO FU-	AVO	DAVID	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO			PAR- TAGAS
BASE - total respondents who say public's attitude has changed	216	23	3	3 4	45	17	112	69	68	174	140
MISCELLANEOUS (SUB-	109	10	3	L 2	26	6	46	26	22	82	59
NET)	50.5	43.5	33.3	50.0	57.8	35.3	41.1	37.7	32.4	47.1	42.1
PUBLIC LESS TOLERANT OF SMOKING	48 22.2			l 1 3 25.0		_				-	
PUBLIC LESS TOLERANT OF CIGAR SMOKING	29 13.4			- 1 - 25.0		3 17.6		_	7 10.3		18 12.9
SMOKING RESTRICTED/ HAVE TO GO OUTSIDE	31 14.4	_		- 	_				_		
PLACES ALLOW CIGARETTES NOT CIGARS	4 1.9			- - -	1 2.2		~			3 1.7	-
PUBLIC NOT LIKE SMELL	11 5.1	_		- 	4 8.9	_	_	_	-		
OUTCASTS/SECOND CLASS CITIZENS SMOKE CIGARS	-			- 	- -		2.7		2 2.9	_	_
SMOKE WHEN AND WHERE I WANT TO	3 1.4			- 	-	-	1 0.9		-	1 0.6	
NEGATIVE ADVERTISING/MEDIA IMAGE	1 0.5			- 	-	-	1 0.9		-	1 0.6	
OTHER MISCELLANEOUS COMMENTS	2 0.9			- 	-	-	1 0.9			0.6	
NEUTRAL (NET)	3	-		-	1	-	2	2	2	3	2
-	1.4	-			2.2	-	1.8	2.9	2.9	1.7	1.4
SOME ACCEPT/SOME	3	-			1	-	2	2	2	3	2

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BANNER 2 TABLE 59

Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

		BRZ	BRANDS USED MOST OFTEN				BRANDS MENTIONED				
	TOTAL	AR - TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents who say public's attitude has changed	216	23	3	4	45	17	112	69	68	174	140
OTHER NEUTRAL COMMENTS	-	-	-	- -	-	- -	-	-	-	-	-
DON'T KNOW	-	-	-	- -	· -	-	<u>-</u>	- -	- -	-	-
NOTHING	1 0.5	-	-	- -	-	-	1 0.9	- -	- -	1 0.6	1 0.7
TOTAL	278 128:7	29 126.1	3 100.0	5 125.0		20 117.6	150 133.9	89 129.0		228 131.0	188 134.3

BANNER 2
TABLE 60
Q45 : HOW HAS THIS AFFECTED YOUR SMOKING HABITS?

				SED MOS						ONED	
	TOTAL	AR- TURO FU-	AVO		MACA-	PAR- TAGAS	AR- TURO	AVO		MACA- NUDO	PAR- TAGAS
BASE - total respondents who say public's attitude has changed	216	23	3		45				68	174	140
NO EFFECT	122 56.5		3 100.0		27 60.0					100 57.5	
SMOKING MORE	11 5.1		-	-	2 4.4		8 7.1		•		
STARTED SMOKING/ STARTED SMOKING AGAIN	2 0.9			-	- -	- -	_				
SMOKING LESS	5 2.3			-	-		-		2 2.9		
NOT SMOKE IN PUBLIC/ SMOKE LESS IN PUBLIC	16 7.4			1 25.0	_		_		-		
MORE APT TO SMOKE IN PUBLIC/LESS INHIBITED	9 4.2			_							
LIMITS/RESTRICTS PLACES I CAN SMOKE	11 5.1	_		- -	_		5 4.5	-	_	_	
ONLY GO TO RESTAURANTS TAHT ALLOW CIGAR SMOKING	2.8	8.7					_	-	_	-	_
CANNOT SMOKE AT WORK/ NO SMOKING RULE	3 1.4		-	 		5.9				1.1	
CONSIDERATE TOWARDS OTHERS/NON-SMOKERS	7 3.2			· 1		-	_				
ONLY SMOKE OUTSIDE	11 5.1			 	_	_					_
ONLY SMOKE AT HOME	8 3.7			- 1 - 25.0			4.5		3 4 3 5.9		

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BANNER 2 TABLE 60

Q45 : HOW HAS THIS AFFECTED YOUR SMOKING HABITS?

		BRA	ANDS U	SED MOS	ST OFTI	ΞN	I	BRANDS	MENTI	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents who say public's attitude has changed	216	23	3	4	45	17	112	69	68	174	140
ONLY SMOKE IN CAR	4 1.9	-		-	1 2.2	1 5.9			1 1.5		
SMOKE MORE EXPENSIVE/ HIGHER QUALITY CIGARS	3 1.4	-	-	- -	- -	- -	2 1.8	1.4	2 2.9	2 1.1	2 1.4
GET TOGETHER WITH OTHER CIGAR SMOKERS	3 1.4	1 4.3	-	- -	- -	-	3 2.7	3 4.3	2 2.9	1 0.6	2 1.4
OTHER COMMENTS	-	-	- -	-	- -	-	-	-	-	-	_
DON'T KNOW	1 0.5	1 4.3	-	-	-	-	1 0.9	1 1.4	1 1.5	-	-
NOTHING	- -	-		-	-	- -	-	-	-	-	<u>-</u>
TOTAL	222 102.8	24 104.3	3	5 125.0		18 105.9	116 103.6	76 110.1	74 108.8	179 102.9	146 104.3

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BANNER 2 TABLE 61A

Q46 : HEALTH RISK RATING - SUMMARY OF TOP 2 BOX

•		BRA	BRANDS USED MOST OFTEN				BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS		AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
ALCOHOL CONSUMPTION	37 12.2	6 18.2	-	1 11.1	7 12.1	2 10.0	17 10.4	12 11.8	11 11.2	28 11.7	25 12.6
CIGAR SMOKING	6 2.0	-	-	-	1 1.7	- -	3 1.8	1.0	2 2.0	5 2.1	
CIGARETTE SMOKING	178 58.6	18 54.5	5 71.4	6 66.7	36 62.1	8 40.0	96 58.9	68 66.7	62 63.3	142 59.4	125 62.8
FAT IN DIET	67 22.0	8 24.2		4 44.4	18 31.0	3 15.0	31 19.0	18 17.6	19 19.4	54 22.6	50 25.1
SECOND HAND SMOKE	13 4.3	3.0		- -	3 5.2	2 10.0		2 2.0		10 4.2	10 5.0
SUN EXPOSURE	30 9.9	2 6.1	1 14.3	. <u>-</u>	4 6.9	2 10.0	13 8.0	6 5.9	10 10.2	25 10.5	23 11.6

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BANNER 2 TABLE 61B

Q46 : HEALTH RISK RATING - SUMMARY OF BOTTOM 2 BOX

		BRA	ANDS U	JSED MO	ST OFT	en]	BRANDS	MENTI	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS		AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	•	7 9	58	20	163	102	98	239	199
ALCOHOL CONSUMPTION	27 8.9		28.6	2 - 5 -	9 15.5	-	11 6.7		8 8.2	23 9.6	
CIGAR SMOKING	110 36.2	14 42.4			15 25.9		66 40.5				75 37.7
CIGARETTE SMOKING	12 3.9	-		- 	4 6.9	2 10.0	2 1.2	1.0		10 4.2	_
FAT IN DIET	20 6.6	_		- 	6 10.3	1 5.0	6 3.7		2.0	15 6.3	8 4.0
SECOND HAND SMOKE	133 43.8				18 31.0						86 43.2
SUN EXPOSURE	. 52 17.1	5 15.2		2 1 5 11.1					15 15.3	45 18.8	32 16.1

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BANNER 2 TABLE 61C

Q46 : HEALTH RISK RATING - SUMMARY OF MEANS

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	. 9	58	20	163	102	98	239	199
ALCOHOL CONSUMPTION	5.6	6.3	4.1	6.6	5.3	5.8	5.6	5.8	5.5	5.6	5.6
CIGAR SMOKING	3.6	3.0	2.7	3.4	3.9	4.6	3.4	3.3	3.2	3.5	3.6
CIGARETTE SMOKING	8.3	8.5	8.9	8.8	8.3	7.7	8.5	8.7	8.7	8.4	8.5
FAT IN DIET	6.8	7.3	7.4	7.4	6.9	6.1	6.8	7.0	7.0	6.9	7.1
SECOND HAND SMOKE	3.7	3.3	2.9	3.7	4.4	4.6	3.4	3.7	3.4	3.7	3.8
SUN EXPOSURE	5.1	5.3	5.1	5.2	4.6	5.3	5.0	5.1	5.2	5.1	5.4

BANNER 2
TABLE 61D
Q46 : HEALTH RISK RATING FOR ALCOHOL CONSUMPTION

DON'T KNOW

7

1

BRANDS USED MOST OFTEN BRANDS MENTIONED AR-DAVID MACA- PAR- TURO DAVID MACA- PAR-FU- AVO OFF NUDO TAGAS FU- AVO OFF NUDO TAGAS TOTAL ENTE ENTE BASE - total 304 33 7 9 58 20 163 102 98 239 199 respondents TOP TWO BOX 37 - 1 7 6 2 17 12 11 12.2 18.2 - 11.1 12.1 10.0 10.4 11.8 11.2 11.7 12.6 (10) TEN (EXTREME 29 6 4 1 13 9 8 21 20 HEALTH RISK) 9.5 18.2 - - 6.9 5.0 8.0 8.8 8.2 8.8 10.1 (9) NINE 1 3 1 3 2.6 -- 11.1 5.2 5.0 2.5 2.9 3.1 2.9 2.5 (8) EIGHT 34 - 3 7 1 15 13 12 26 - 33.3 12.1 5.0 9.2 12.7 12.2 10.9 12.1 11.2 12.1 (7) SEVEN 27 1 1 7 2 16 8 5 24 18 8.9 3.0 14.3 11.1 12.1 10.0 9.8 7.8 5.1 10.0 9.0 (6) SIX 3 2 15 11 10 20 13 8.6 15.2 - 11.1 5.2 10.0 9.2 10.8 10.2 8.4 6.5 (5) FIVE 11 4 2 10 10 57 34 31 71 31.3 33.3 57.1 22.2 17.2 50.0 35.0 33.3 31.6 29.7 32.7 (4) FOUR - - 7 1 19 13 9 17 9.2 9.1 - - 12.1 5.0 11.7 12.7 9.2 10.5 8.5 (3) THREE 23 1 1 7 1 10 18 17 7.6 3.0 - 11.1 12.1 5.0 4.9 3.9 10.2 7.5 8.5 BOTTOM TWO BOX 27 1 2 - 9 - 11 6 8 23 17 8.9 3.0 28.6 - 15.5 - 6.7 5.9 8.2 9.6 8.5 (2) TWO 9 5 4 5 3.0 8.6 2.5 3.9 4.1 3.3 2.5 (1) ONE (NO HEALTH 2 18 1 7 2 4 15 12 RISK) 5.9 3.0 28.6 - 6.9 4.3 2.0 4.1 6.3 6.0

- - 1

1

2.3 3.0 - - 1.7 5.0 3.1 1.0 2.0 1.7 1.5

5

1

2

23 Feb 95

BANNER 2 TABLE 61D

Q46 : HEALTH RISK RATING FOR ALCOHOL CONSUMPTION

		BRA	ANDS US	SED MOS	ST OFTI	EN	1	BRANDS	MENTI	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
	~										
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
TOTAL	304 100.0	33 100.0	7 100.0	9 100.0	58 100.0	20 100.0		102 100.0	98 100.0	239 100.0	199 100.0
Means Std.Dev Std.Err	5.6 2.37 0.14	6.3 2.33 0.41	4.1 2.27 0.86	6.6 1.94 0.65	5.3 2.61 0.35	5.8 1.72 0.39	5.6 2.17 0.17	5.8 2.15 0.21	5.5 2.31 0.24	5.6 2.37 0.15	5.6 2.40 0.17

23 Feb 95

BANNER 2 TABLE 61E

Q46 : HEALTH RISK RATING FOR CIGAR SMOKING

		BR	ANDS U	SED MO	ST OFT	EN	1	BRANDS	MENTI	ONED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF		TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
TOP TWO BOX	6	-	-	-	1	-	3	1	2	5	5
	2.0	-	-	-	1.7	-	1.8	1.0	2.0	2.1	2.5
(10) TEN (EXTREME	6	_	-	_	1	_	3	1	2	5	5
HEALTH RISK)	2.0	-	-	-	1.7	-	1.8	_	_		
(9) NINE		-	~	-	-	_	-	_	_	_	_
	-	-	-	-	-	-	-	-	-	-	-
(8) EIGHT	13 4.3	- -	-	1 11.1				5 4.9		_	_
(7) SEVEN	12 3.9	-	-		2 3.4		_		-	_	_
(6) SIX	12 3.9	-	-		2 3.4		5 3.1				7
(5) FIVE	63 20.7	8 24.2		1 11.1	13	4		14		47	43
(4) FOUR	32 10.5		-	2 22.2	8	-	18	8	9		14
	54 17.8	4 12.1	1	2 22.2	13	4	30	25	19	47	39
BOTTOM TWO BOX	110			3			66				75
	36.2	42.4	57.1	33.3	25.9				45.9	36.8	37.7
(2) TWO	55	6	2		8	. 3	34	21	18	45	37
(1) ONE (NO HEALTH RISK)	55 18.1	8 24.2	28.6	22.2	7	2 10 0				43 18.0	38 19.1
DON'T KNOW	2	1	_		_	_	1	_	_	1 0.4	. 1

23 Feb 95

BANNER 2 TABLE 61E

Q46 : HEALTH RISK RATING FOR CIGAR SMOKING

		BRA	ANDS US	SED MOS	ST OFTI	ΞN	1				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
TOTAL	304 100.0	33 100.0	7	9 100.0	58 100.0	20 100.0	163 100.0	102 100.0	98 100.0	239 100.0	199 100.0
Means Std.Dev Std.Err	3.6 2.13 0.12	3.0 1.57 0.28	2.7 1.70 0.64	3.4 2.19 0.73	3.9 2.08 0.27	4.6 2.48 0.55	3.4 2.00 0.16	3.3 2.06 0.20	3.2 2.12 0.21	3.5 2.08 0.13	3.6 2.19 0.16

BANNER 2
TABLE 61F
Q46 : HEALTH RISK RATING FOR CIGARETTE SMOKING

		BR	ANDS U	SED MO				BRANDS		ONED	
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA-	PAR- TAGAS	AR- TURO	AVO		MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58			102	98	239	199
TOP TWO BOX	178	18	5	6	36	8	96	68	62	142	125
T. P. VALVO	58.6	54.5	71.4	66.7	62.1	40.0	58.9	66.7	63.3	59.4	62.8
(10) TEN (EXTREME HEALTH RISK)	134 44.1				29 50.0				42 42.9	110 46.0	96 48.2
(9) NINE	44 14.5	4 12.1				_			20 20.4		29 14.6
(8) EIGHT	53 17.4	6 18.2	- -	2 22.2			31 19.0			44 18.4	35 17.6
(7) SEVEN	19 6.3	3 9.1			_		13 8.0				12 6.0
(6) SIX	13 4.3	3 9.1	-	- -			_	_	_		7 3.5
(5) FIVE	15 4.9	2 6.1	-	- -	4 6.9		_		-		7 3.5
(4) FOUR	9 3.0	-	-	1 11.1			3 1.8		_		4 2.0
(3) THREE	2 0.7	-	-	-	-	- -	2 1.2			1 0.4	2 1.0
BOTTOM TWO BOX	12		-	-	4	2	2	1		10	6
	3.9	-		-	6.9	10.0	1.2	1.0	-	4.2	3.0
(2) TWO	4 1.3	-	-	-	2 3.4	1 5.0	1 0.6	_	- -	2 0.8	2 1.0
(1) ONE (NO HEALTH RISK)	8 2.6	-	-	-	2 3.4		1 0.6		- -	8 3.3	4 2.0
DON'T KNOW	3 1.0	1 3.0	-	- -	1 1.7		1 0.6		-	2 0.8	1 0.5

23 Feb 95

BANNER 2 TABLE 61F

Q46 : HEALTH RISK RATING FOR CIGARETTE SMOKING

		BRANDS USED MOST OFTEN						BRANDS MENTIONED				
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199	
TOTAL	304	33	7	9	58	20	163	102	98	239	199	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
Means	8.3	8.5	8.9	8.8	8.3	7.7	8.5	8.7	8.7	8.4	8.5	
Std.Dev	2.23	1.65	1.35	1.99	2.54	2.60	1.84	1.72	1.58	2.19	2.06	
Std.Err	0.13	0.29	0.51	0.66	0.34	0.58	0.14	0.17	0.16	0.14	0.15	

23 Feb 95

BANNER 2 TABLE 61G

Q46 : HEALTH RISK RATING FOR FAT IN THE DIET

		BRANDS USED MOST OFTEN				BRANDS MENTIONED					
	TOTAL	AR- TURO FU- ENTE	AVO		MACA- NUDO		AR- TURO FU- ENTE	AVO		MACA- NUDO	
BASE - total respondents	304	33	7	9		20	163	102	98	239	199
TOP TWO BOX	67	8	1	4	18	3	31	18	19	54	50
. —————	22.0	24.2	14.3	44.4	31.0	15.0	19.0	17.6	19.4	22.6	25.1
(10) TEN (EXTREME HEALTH RISK)	44 14.5					-	18 11.0	-	13 13.3	37 15.5	
(9) NINE	23 7.6	2 6.1			_		13 8.0		6 6.1		
(8) EIGHT	65 21.4	8 24.2	3 42.9	1 11.1		-	38 23.3		24 24.5		
(7) SEVEN	45 14.8	8 24.2	1 14.3		_	2 10.0	29 17.8		15 15.3	37 15.5	33 16.6
(6) SIX	35 11.5	3 9.1				3 15.0	22 13.5	15 14.7	17 17.3	_	23 11.6
(5) FIVE	44 14.5	3 9.1	1 14.3		-	5 25.0	21 12.9		13 13.3		24 12.1
(4) FOUR	14 4.6	-	-	-	2 3.4	3 15.0	9 5.5	7 6.9	4 4.1		9 4.5
(3) THREE	9 3.0	1 3.0	-	1 11.1	-	-	5 3.1	2 2 . 0	3 3.1	7 2.9	4 2.0
BOTTOM TWO BOX	20	1	-	-	6	1	6	_	2	15	8
	6.6	3.0	-	-	10.3	5.0	3.7	-	2.0	6.3	4.0
(2) TWO	8 2.6	-	-	-	2 3.4	1 5.0	4 2.5	- -	-	7 2.9	5 2.5
(1) ONE (NO HEALTH RISK)	12 3.9		· -	-	4 6.9		_	-	2.0	-	3 1.5
DON'T KNOW	5 1.6	1 3.0	-	-	1 1.7	- -	2 1.2	-	1.0	_	3 1.5

23 Feb 95

BANNER 2 TABLE 61G

Q46 : HEALTH RISK RATING FOR FAT IN THE DIET

		BRANDS USED MOST OFTEN			BRANDS MENTIONED						
	TOTAL	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS	AR- TURO FU- ENTE	AVO	DAVID OFF	MACA- NUDO	PAR- TAGAS
BASE - total respondents	304	33	7	9	58	20	163	102	98	239	199
TOTAL	304 100.0	33 100.0	7	9 100.0		20 100.0	163 100.0	102 100.0	98 100.0	239 100.0	199 100.0
Means Std.Dev Std.Err	6.8 2.35 0.14	7.3 2.07 0.37	7.4 1.62 0.61	7.4 2.19 0.73	6.9 2.66 0.35	6.1 1.97 0.44	6.8 2.07 0.16	7.0 1.75 0.17	7.0 2.02 0.20	6.9 2.33 0.15	7.1 2.16 0.15

CIGAR USAGE AND ATTITUDE SIRS #94-305

23 Feb 95

BANNER 2 TABLE 61H

Q46 : HEALTH RISK RATING FOR SECOND HAND SMOKE

		BRANDS USED MOST OFTEN				EN	BRANDS MENTIONED				
	TOTAL	AR- TURO FU-		DAVID OFF	MACA-	PAR- TAGAS	AR- TURO FU- ENTE		DAVID	MACA- NUDO	
BASE - total respondents	304	33	7	7 9	58	20	163	102	98	239	199
TOP TWO BOX	13	1	-		3	2	6	2	2	10	10
1,407	4.3	3.0			5.2	10.0	3.7	2.0	2.0	4.2	5.0
(10) TEN (EXTREME HEALTH RISK)	10 3.3	1 3.0			2 3.4			2 2.0		8 3.3	9 4.5
(9) NINE	3 1.0	-	-	- 	1 1.7				- -	_	1 0.5
(8) EIGHT	20 6.6	1 3.0			7 12.1			10 9.8		18 7.5	16 8.0
(7) SEVEN	24 7.9	5 15.2		l - 3 -	6 10.3				7 7.1		14 7.0
(6) SIX	24 7.9	1 3.0		- 1 - 11.1	4 6.9	3 15.0	7 4.3	6 5.9	5 5.1	17 7.1	15 7.5
(5) FIVE	36 11.8		14.3	1 2 3 22.2	8 13.8	2 10.0	21 12.9	12 11.8		24 10.0	
(4) FOUR	17 5.6			- 2 - 22.2				5 4.9			9 4.5
(3) THREE	36 11.8			1 1 3 11.1					13 13.3		27 13.6
BOTTOM TWO BOX	133	18	4	4 3	18	. 6	83	44			

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309

AND			
In the matter of the Trademark For the mark COHIBA Date registered: June 6, 1995	C		
EMPRESA CUBANA DEL CUBATABACO,	TABACO, d.b.a.	x : :	
V.	Petitioner,	: : :	Cancellation No. 92025859
GENERAL CIGAR CO., INC		:	
	Respondent.	: : x	

PARTY: RESPONDENT

For the mark COHIBA

Date registered: February 17, 1981

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 38

Сонва

THE CIGAR EVERYONE WANTS TO SMOKE! NOW AVAILABLE IN THE U.S.!!

There has been much ado about the sale of this Dominican cigar in the United States. Cigar retailers and smokers alike have had mixed messages about which label is the 'legal' one. Let me clear it up for you. The patented 'red dot' label you see here is the only one that can truly be sold in the U.S. without infringing on any copyright laws. We wouldn't sell it otherwise. Needless to say, it's a far better cigar. It took 6 years for the manufacturer to develop the new blend to resemble the original cigar. Made in Santiago DR, this cigar combines a Cameroon wrapper, Jember binder, and Dominican fillers to offer a rich tasting smoke with no bite. True to its Cuban roots, Which shows you - you're smoking NAME

SIZE & COLOR PKG FSS PRICE the cigar, not the label.

 NAME
 SIZE & COLOR
 PKG
 FSS PRICE

 Corona
 5 1/8 x 42 N
 25
 \$225,00

 Corona Minor
 4 x 42 N
 25
 \$175,00

 Robusto Fino
 4 3/4 x 47 N
 25
 \$237,50

Corona Especial 6 1/2 x 42 N Box of 25 FSS Price \$300.00

Churchill 7 x 49 N Box of 25 FSS Price 5375,00

Lonsdale Grande 6 1/2 x 47 N Box of 25 FSS Price \$312,50

Robusto 5 x 49 N Box of 25 FSS Price \$287.50

> Crystal Corona 5 1/2 × 42 N Box of 20 FSS Price \$230.00

> > 1-800-672-5544

COHIBA SAMPLER

Churchill Single Natural 7 x 49

Corona Especial -Single Natural6 6 1/2 x 42

Corona Single Natural 5 1/2 x 42

Longdale Grande Single Natural 5 1/2 x 47

THE STATE OF THE PROPERTY OF THE STATE OF TH

Robusto Single Natural 5 x 49

Sample Cohiba for only \$ 60.00

Value Pack of 5

DEFENDANT'S EXHIBIT

Triangulo 5 x 54 N Box of 25 FSS Price \$500.00

CONFIDENTIAL: UNDER PROTECTIVE ORDER GC 020862

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309

AND			
In the matter of the Trademark Reg For the mark COHIBA Date registered: June 6, 1995			
EMPRESA CUBANA DEL T CUBATABACO,		: :	
v.	Petitioner,	: : :	Cancellation No. 92025859
GENERAL CIGAR CO., INC.,		:	
	Respondent.	: :	
		: x	

PARTY: RESPONDENT

For the mark COHIBA

Date registered: February 17, 1981

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 39

PLAINTIFF'S DEPOSITION
EXHIBIT 1/
Manken 1

cigar C: aficionado



DEFENDANT'S
EXHIBIT

D 3 9

The Good Life Magazine For Men



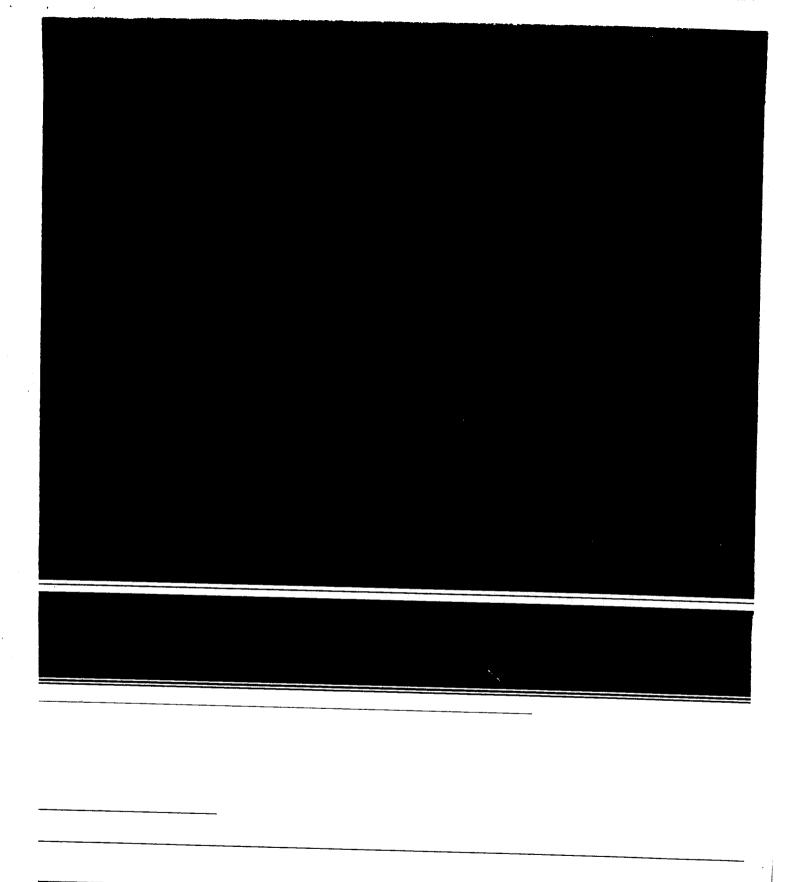
Introducing a great new look and a whole new way of looking at the good life.

ow more than ever Cigar Aficionado takes the rainto a world full of life's great pleasures, her it is a beautiful beach front resort in the bean or a meal at a three-star restaurant in or a round of golf in Palm Springs or the of a fine, hand-tailored man's suit, we want eaders to experience whatever is best.

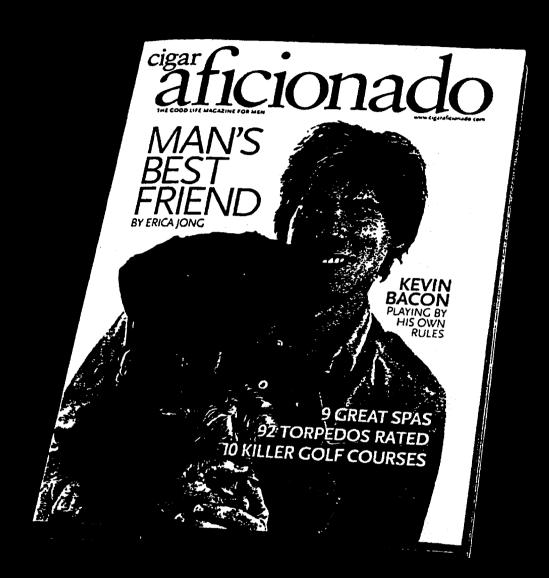




aficionado



The Good Life Magazine For Men



aficionado

387 Park Avenue South New York, NY 10016 Tel: 212-684-4224 • Fax: 212-481-1540



A NEW LOOK TO APPEAL TO A MUCH WIDER AUDIENCE

Dear Advertiser.

With the June issue, the good life got a whole lot better as the newly designed <u>Cigar AFICIONADO</u> made its debut.

Our goal is to put <u>Cigar AFICIONADO</u> into the hands of every man who appreciates the finer things in life as we continue to build our readership among young, upwardly mobile, affluent men.

To accomplish this, the magazine's editorial has been greatly expanded to include all areas of an affluent man's lifestyle. Whether it is a beautiful beachfront resort in the Caribbean or a meal at a three-star restaurant in Paris or a round of golf in Scotland or the touch of a fine, hand-tailored man's suit.

Other changes include a fresh, modern, elegant look, accentuating openness. The emphasis in the name has been placed on "Aficionado" to better describe the magazine's new focus.

<u>Cigar AFICIONADO</u> continues to host an audience of nearly one million readers. Men who travel on business, dine out regularly, drive the finest automobiles, entertain lavishly and enjoy the good life to its fullest.

Our roster of advertisers has grown substantially to include these prestigious names: American Express, Bentley, Brioni, Cadillac, Callaway Golf, Calvin Klein, Cartier, Chanel, Debeers, Four Seasons Hotels, Hyatt Resorts, Infiniti, Jaeger LeCoultre, Jaguar, Mercedes, Sony, Sotheby's and Tiffany.

We are deeply committed to becoming the ultimate men's magazine in the world.

If you are not already an advertiser, we strongly urge you to join us. For more information or to reserve space, please call me at (212) 684-4224, fax (212) 481-1540 or e-mail babrams@mshanken.com.

Sincerely,

Barry Abrams Advertising Director



5 VERY GOOD REASONS WHY YOU SHOULD ADVERTISE IN CIGAR AFICIONADO

- Cigar AFICIONADO reaches a very special audience: Truly wealthy men, boasting an average net worth of close to \$1 million, 43% of whom are millionaires; median household income is a very impressive \$120,400. Source: 1999 Mendelsohn Affluent Survey.
- Cigar AFICIONADO readers. having achieved remarkable success, appreciate the best that life offers and have the wherewithal to pursue it. 86% own 2 or more automobiles, 44% have travelled abroad in past year, 38% purchased a personal computer in past year (\$1,000+).
- Cigar AFICIONADO has the right setting. Editorial focuses on those pleasures that enrich the lives of its readers. Whether it is a beautiful beachfront resort in the Caribbean or a meal at a three-star restaurant in Paris or a round of golf in Scotland or the touch of a fine, hand-tailored man's suit.
- 4 <u>Cigar AFICIONADO has the right company</u>. A sampling of advertisers are: American Express, Bentley, Brioni, Cadillac, Callaway Golf, Calvin Klein, Cartier, Chanel, Debeers, Four Seasons Hotels, Hyatt Resorts, Infiniti, Jaeger LeCoultre, Jaguar, Mercedes, Sony, Sotheby's and Tiffany.
- 5 Cigar AFICIONADO has what it takes to produce results. Specifically, an incredible relationship between the reader and the magazine. The response from Day 1 has been phenomenal and has never let up.



editor's note

Your Passport to the Good Life

"CICAR AFICIONADO magazine is about taste. But it is not limited to the taste of a great smoke. The magazine intends to awaken and explore many of the pleasures that drive successful men. [It] may not be for every man. But we do dream about creating a very special magazine for the individual who wants the very most out of life. If you share that desire, welcome. This magazine is for you."

-Marvin R. Shanken, CICAR AFICIONADO, Vol. 1, No. 1, September 1992

out of a dream, a publication dedicated to men who wish to pursue, life's great pleasures. That dream came true. Today, we believe with all our hearts that it's time to energize our original vision, to exalt the good life and everything about it.

Our goal is singular. We want to be the finest men's magazine in the world. Whether it is a beautiful beachfront resort in the Caribbean or a meal at a three-star restaurant in Paris or a round of golf in Scotland or the touch of a fine, hand-tailored man's suit, we want our readers to experience the best that life has to offer

Don't think for a second that we are abandoning cigars. Far from it. You'll still find your favorite tasting reports, features on the world's best cigarmakers, and visits to some of the world's best tobacco regions. In fact, those things will be easier to find than ever because

they are now packaged together in the magazine (starting on page 253)

We also still believe that a cigar is one of the best ways for a man to find peace and relaxation in his life. But if he has taken the time to understand the complexities of a great cigar, we believe he'll appreciate the same kind of insights into a great whiskey, a great painting or a great car.

Thousands of our readers admit they have never touched cigars, but they love the magazine. We want to reach out to those millions of sophisticated men who may have overlooked Cigar Aficional because they think it's only for cigar smokers. We want to bring all those men into the world of connoisseurs. We want to be your guide to the good life.

Many of you have already seen our expanded commitment to great journalism in the columns that we started running last fall. The roster of writers includes some of the best-known pundits in America, including William F. Buckley, George Plimpton and Peter Mayle, just to name a few. You will continue to find serious reporting on golf, indulgences, exotic sports and the unusual wherever we find it. There also will be expanded coverage of the world of collecting and auctions.

If you loved CIGAR AFICIONADO before, we believe you'll love us even more now. If this is your first visit to our pages, welcome to "the good life magazine for men"

MARVIN R. SHANKEN EDITOR & PUBLISHER (with his soft-coated wheaten terrier, Christina) GORDON MOTT
EXECUTIVE EDITOR
(with his Belgian sheepdog, Chloe)

RESEARCH DEPARTMENT 1999 MENDELSOHN AFFLUENT SURVEY



A Profile Of The Reader (Average Issue Audience — 764,000)

SEX:		Index Total Affluent
Male	75%	145
Female	25%	52
AGE:	·	
18-34	24%	1/1
18-49	80%	161
25-54	89%	118
Median Age	39	89
MARITAL STATUS:		
Married	86%	98
EDUCATION:		
Some College or Higher	88%	120
College Degree or Higher	71%	139
Post Graduate Study or Degree	19%	111
OCCUPATION:		
Managerial/Professional	72%	131
CEO, COO or CFO	31%	148
HOUSEHOLD INCOME:		
\$100,000 or More	68%	124
\$125,000 or More	46%	158
\$200,000 or More	24%	208
Median	\$120,400	115
TOTAL HOUSEVAL D. CO.		
TOTAL HOUSEHOLD ASSET VALUE \$1,000,000 or More		
Median	43%	139
AYEARINI	\$865,600	118

Source: 1999 Mendelsohn Affluent Survey

RESEARCH DEPARTMENT 1999 MENDELSOHN AFFLUENT SURVEY



The Buying Power Of The Reader

J J	OI AME RECA	uci	
AUTOMOTIVE:			Index Total Affiuent
Own or lease two or more cars		86%	95
Own or lease three or more cars		29%	72
Own or lease imported car	······	60%	109
Own or lease luxury imported car		26%	167
ART/ELECTRONICS/HOME:			10,
Purchased artwork/collectibles past year	\$1,000 +	22%	228
Purchased jewelry past year	\$1,000 +	24%	159
Purchased watch past year	\$500 +	20%	268
Purchased china past year	\$500 +	7%	239
Purchased crystal past year	\$500 +	8%	381
Purchased entertainment systems	\$1,000 +	28%	141
Purchased computer past year	\$1,000 +	38%	124
Purchased men's apparel	\$3,000 +	19%	354
TRAVEL:			
Taken domestic airline trip past year		88%	128
Median number of domestic trips		6.9	256
Taken foreign airline trip past year		44%	155
Median number of trips		1.7	121
Stayed in domestic hotel past year		91%	107
Median number of domestic nights		20.7	195
Rented car past year		76%	144
Median number of times		6.6	287
Taken cruise in past three years		24%	126
Own valid passport		63%	142
INVESTMENTS:			
Own securities		78%	102
Own \$100,000 or more		39%	97
Median securities value		\$102,400	89
Own credit card		97%	101

Source: 1999 Mendelsohn Affluent Survey

RESEARCH DEPARTMENT 1999 MENDELSOHN AFFLUENT SURVEY



Beverage Usage Of The Reader

WINE:	Used Past Week	Used Past Year	Index Total Affluents
American Table Wine	53%	80%	126
Imported Table Wine	36%	62%	155
American Champagne/Sparkling	9%	44%	133
Imported Champagne/Sparkling	7%	41%	178
Purchased Wine by the Case		41%	237
SPIRITS:			
Vodka	26%	66%	178
Scotch	16%	48%	217
Tequila	11%	43%	168
Rum	12%	42%	155
Bourbon	10%	39%	204
Cordials/Liqueurs	7%	39%	175
Brandy/Cognac	8%	37%	215
Gin	12%	36%	161
Canadian Whiskey	6%	26%	159
Irish Whiskey	3%	22%	253
Blended Whiskey	3%	19%	142

Source: 1999 Mendelsohn Affluent Survey

RESEARCH DEPARTMENT



The Quality Of The Readership

Read 4 of the last 4 issues	91%
Numbers of readers per copy	2.1
Definitely will renew	79%
Probably will renew	14%
Definitely / probably will renew	93%

Source: Tabline Data Services

cigar ficionado

A SAMPLING OF OUR ADVERTISERS

LUXURY

ACURA

ALFRED DUNHILL

AMERICAN EXPRESS

AUDEMARS PIGUET

BALLY'S CASINO

BANG + OLUFSEN

BEL AIR HOTEL

BENTLEY

BERETTA

BLANC PAIN

BMW

BRIONI

BROADMOOR RESORT

BULGARI

CADILLAC

CAESARS PALACE

CALLAWAY

CALVIN KLEIN

CANALI

CARTIER

CHANEL

CHRYSLER

CORNELIANI

CORUM

CORVETTE

DATEK

EBEL.

EXECUTIVE JET

FERRAGAMO

FOUR SEASONS HOTELS

HARRY WINSTON

HOLLAND & HOLLAND

HUMMER

HYATT HOTELS

INFINITI

JAEGER LECOULTRE

JAGUAR

TEEP

KRONE PENS

LEXUS

LINCOLN NAVIGATOR

LORO PIANA

LOUIS VUITTON

MERCEDES BENZ

MIRAGE

MOVADO

NAMIKI PENS

PHILIPPE CHARRIOL

RANGE ROVER

RIEDEL CRYSTAL

ROLEX

SONY

SULKA

TALBOTT TIES

TIFFANY

VACHERON CONSTANTIN

VESTIMENTA

VIKING RANGE

BEVERAGE ALCOHOL

ALLIED DOMECQ Canadian Club Drambuie

AUSTIN NICHOLS
Aberlour

BACARDI B & B Bacardi

BROWN-FORMAN
Jack Daniels

CUCQUOT Hine Cognac

FREDERICK WILDMAN Cockburn's Port

GEYSER PEAK

JIM BEAM Small Batch Bourbon

KOBRAND Fonseca Port

LABATTS Bohemia

REMY AMERIQUE Macallan Remy Martin

RUMS OF PUERTO RICO

SCHIEFFELIN & SOMERSET Grand Marnier

Hennessy

JOSEPH E. SEAGRAM

Absolut Chivas Regal Crown Royal Martell Perrier-Jouet Sandeman Port The Glenlivet

SKYY VODKA

UDV

Beaulieu Vineyard Stolichnaya

WILLIAM GRANT & SONS

Balvenie Glenfiddich WINE WORLD Beringer

TOBACCO

ANTILLIAN CIGAR Sosa

ARTURO FUENTE

ASHTON

BAHIA

BRICK-HANAUER Santa Rosa

CAO INTERNATIONAL

CARIBE IMPORTED CIGARS
Baccarat
Lafontana

CIGARS OF HONDURAS Felipe

COLIBRI LIGHTERS

CONSOLIDATED CIGAR Don Diego H Upmann Montecristo

DANIEL MARSHALL Humidors

DAVIDOFF CIGARS Avo Davidoff

EBAS GROUP Montague Swedish Match Cigars

GENERAL CIGAR COMPANY Macanudo Partagas

GOLD LEAF CIGAR Habana Gold

HOLLCO-ROHR Credo Romeo y Julieta

HUNTERS & FRANKAU

INTERCONTINENTAL CIGAR Danneman Plasenci

JAMES PENDERGAST Humidors

J.C NEWMAN Cuesta Rey Diamond

KGM LIGHTERS

LA AURORA
La Aurora
Leon Jimenez

LANE LIMITED
Dunhill
MiCubano
Montecruz
Onyx
Royal Jamaica

M & N CIGAR Cuesta Rey Diamond Crown La Unica

MIKE'S CIGARS
Bauza
Licenciados

NAT SHERMAN

PILOTO Padron

PUROS INDIOS

SAG IMPORTS Fonseca

SAVINELLI PIPES

S T. DUPONT LIGHTERS

SWISHER Benng

TABACALERA DE ESPANA

THOMAS HINDS

TINDER BOX

TOBACOS Y PUROS Cruz Real

TROPICAL TOBACCO Centenial Don Juan

U S TOBACCO Astral Don Tomas

VIGILANT HUMIDOR

VILLAZON
Excalibur
Hoyo de Monterrey
Punch

ZIPPO

aficionado

ALL THE DATES AND DEADLINES

COVER DATE	ON SALE	SPACE CLOSE	MATERIAL DUE
JAN/FEB 2000	JAN 1, 2000	OCT 25, 1999	NOV 1, 1999
MAR/APR 2000	MAR 1, 2000	JAN 7, 2000	JAN 13, 2000
MAY/JUN 2000	MAY 1, 2000	FEB 25, 2000	MAR 3, 2000
JUL/AUG 2000	JUL 1, 2000	APR 24, 2000	MAY 1, 2000
SEP/OCT 2000	SEP 1, 2000	JUN 26, 2000	JUL 3, 2000
NOV/DEC 2000	NOV 1, 2000	AUG 25, 2000	SEP 1, 2000



INSERTION ORDER

Date:					
Sales Rep:					
Brand:	····				
Ad Title and	Na:				
Name/Title:_					
Address:					
Telephone:			Fax:		
Issue Date:	□ Jan/Feb '00		□ Mar/Apr '00		□ May/Jun '00
	☐ Jul/Aug '00		☐ Sep/Oct '00		□ Nov/Dec '00
Size of Space:		☐ Vertical	☐ Horizontal	4 Color	☐ Black & White
Gross Space C	Cost:	 -			

M. SHANKEN COMMUNICATIONS, INC. 387 Park Avenue South, New York, NY 10016 Tel: 212-684-4224 • Fax: 212-481-1540



900 N Meacham Road Schaumburg, IL 60173-4968 (847) 605-0909 FAX: (847) 605-0483 URL http://www.accessabc.com

MAGAZINE PUBLISHER'S STATEMENT

For 6 months ended December 31, 1999 Subject to Audit

CIGAR AFICIONADO

NEW YORK, NEW YORK 10016

Field Served: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spints, gambling, fashion, sports and profiles of celebrated personalities.

		II ATION				
1. AVERA	GE PAID CIRC					
Total	l Average Paid (Circulation	1 :		,	291,139
	Paid Advertising Rate Base/Circulation Guarantee: % Above/Below Rate Base (+/-)					
					% of Total	
	priptions: Individual			185,166	63.6	•
_	Copy Sales:			105,973	36.4	
Tota	al Paid Circulation		-	291,139	100.0	
1a. This publica	ation does not report and	alyzed non-paid	d circulation.	•		
Ib. AVERA	GE PAID CIRCU	II ATION «			·	
			Lingioner, mic	nto and Demograph	HC EUMONS	
None		·	riogional, nio	nro and Demograph	ic Editions	
	GE NON-ANALY		-		ic Editions	
c. AVERA		ZED NON	-PAID CIF		ic Editions	
Average non-	GE NON-ANALY	ZED NON-	-PAID CIF	RCULATION 10,044		clusion in paid (i e complimentan
Average non-copies, staff an	GE NON-ANALY	ZED NON- rculation on – Under ABC R ses served on credi	-PAID CIF	RCULATION 10,044		clusion in paid (i é complimentan h
Average non-copies, staff an	GE NON-ANALY n-analyzed non-paid circulation and advertising copies and cop	ZED NON- rculation on - Under ABC R les served on credi	-PAID CIF	RCULATION 10,044		clusion in paid (i e complimentar h
Average no Average non-copies, staff an	GE NON-ANALY n-analyzed non-paid circulation and advertising copies and cop RCULATION by Is	ZED NON- rculation on - Under ABC R les served on credi	-PAID CIF	RCULATION 10,044		clusion in paid (i é complimentan h
Average no Average non-copies, staff and 2. PAID CII	GE NON-ANALY n-analyzed non-paid circulation advertising copies and cop RCULATION by Is Subscriptions Sing	ZED NON- reculation on - Under ABC R ses served on cred ssues de Copy Sales	-PAID CIF	RCULATION 10,044		clusion in paid (i e complimentan

	Gross subscriptions sold for inclusion in paid circulation, during 6 month period ended December 31, 1999		
3.	AUTHORIZED PRICES:		%
	(a) Basic Prices Single Copy. \$4 95		
	Subscriptions See Par. 11(a)	65,875 None 604 None	99 0
	Total Subscriptions Sold in Pened	65,479	100
4.	DURATION OF SUBSCRIPTIONS SOLD:		
	(a) One to six months (1 to 3 issues)	86 163 56.238 6,595 3,397	0 0 84 9
	Total Subscriptions Sold in Penod	66,479	100
5.	CHANNELS OF SUBSCRIPTION SALES:		
	(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television and direct mail agents, etc.) (b) Ordered through salespeople	66,363	99
	Catalog agencies and individual agents - includes institutional and library subscriptions	116	0
	for consumer, trade and public place subscriptions 3 Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals (c) Association members	None None None	
_	Total Subscriptions Sold in Penod	66,479	100 (
6.	USE OF PREMIUMS		
	(a) Ordered without premium (b) Ordered with material reprinted from this publication (c) Ordered with other premiums	66,479 None None	100 (
	Total Subscriptions Sold in Penod	56,479	100 (
	ADDITIONAL CIRCULATION INFORMATION		
7.	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR 1):		°⁄ъ
	(a) Average number of copies served on subscriptions not more than three months after expiration, See Par 11	14,140	7 6
8.	ANALYSIS OF ANALYZED NON-PAID CIRCULATION		
	This publication does not report analyzed non-paid circulation		

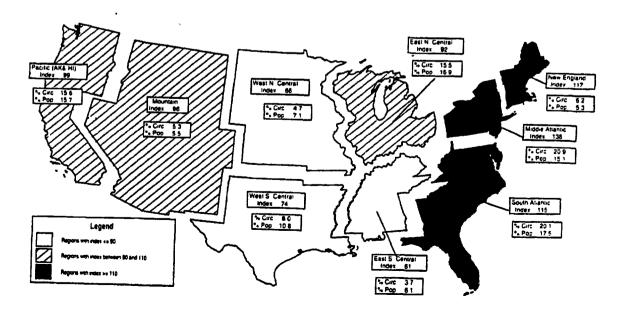
Magazines of less than 500,000 total average paid circulation not required to answer this paragraph

10. GEOGRAPHIC ANALYSIS OF PAID CIRCULATION for the November/December, 1999 Issue

Paid circulation of this issue was 4.9% greater than the total average paid circulation

STATE	SUB- SCRIPTIONS	SINGLE COPY SALES	TOTAL	% OF CIRC.	STATE	SUB- SCRIPTIONS	SINGLE COPY SALES	TOTAL	% OF CIRC
Maine	432	254	686		Kentucky	. 1,374	893	2.267	A OF CINC
lew Hampshire	855	496	1,351		Tennessee	2.444	1,491		
emoni	286	128	414		Alabama	1,345	1,599	3,935 2,944	
lassachusetts	5,164	2,243	7,407		Mississippi	671	237	908	
hode Island	867	308	1,175		EAST S. CENTRAL				
onnecticut	4,197	1,557	5,754		- Arkansas	5,834	4,220	10,054	3.7
NEW ENGLAND	11,801	4,986	15,787	5.2	1	724	339	1,063	
ew York	23,610	7,255	30.865		Oldeber -	1,576	671	2,247	
ew Jersey	10,579	3.312	13.891		Torac	1,130	471	1,601	
ennsylvania	8,700	3,155	11,855		Texas	10,358	6,519	16,877	
MIDDLE ATLANTIC	42,889	13,722	56,611	20.9	WEST S. CENTRAL	13,788	8,000	21,788	8.0
hio	6.788	4.017	10.805	20.9	Montana	211	153	364	7,0
diana	2.980	1,459	4,439		ldaho	382	185	567	
nois	9.693	4,499	14,192		Wyoming	147	125	272	
chigan	5,433	3.118			Colorado	2,517	1,462	3.979	
ISCONSIN	2,691	1,500	8,551 4,191		New Mexico	681	406	1.087	
EAST N. CENTRAL	27,585				Arizona .	2,805	1.801	4,606	
nnesola		14,593	42,178	15.5	Utah	454	454	908	
	2,288	1,169	3,457		Nevada	1,362	1,264	2.626	
	1,062	477	1,539		MOUNTAIN	8,559	5,850	14,409	
ssoun	2,843	1,238	4,081		Alaska	279	174		5.3
uth Dakota	147	130	277		Washington	3.621	1,950	453	
brooks	188	126	314		Oregon .	1.858	1,419	5.571	
braska	587	424	1,011		California	21.768		3,277	
nsas	1,282	748	2.030		Hawan	810	9,830	31,598	
WEST N. CENTRAL	8,397	4,312	12,709	4.7	PACIFIC		531	1,341	
laware	576	271	847			28,336	13,904	42,240	15.6
ryland	4,250	1,624	5.874		U.S. Unclassified				
trict of Columbia	672	625	1.297		UNITED STATES	181,384	89,883	271,267	100.0
ginia .	5,614	3,151	8,765		U.S. Circ. Percent of	, , , , , ,	05,005	211,201	100.0
st Virginia	446	261	707		Grand Total				
th Carolina	4,031	2.677	6.708		Poss & Other Areas	673	4 000		88.9
ith Carolina .	1.523	775	2,298		_		1,228	1,901	0.6
orgia	4,905	2.825	7,730		U.S & POSS., etc.	182,057	91,111	273,168	89.5
nda	12,178	8.087	20 265		Canada	2,685	10,777	13,462	4 4
SOUTH ATLANTIC	34,195	20,296			International	5,476	12,124	17,600	58
	U4,133	20,230	54,491		Other Unclassified Military or Civilian		• "		55
					Personnel Overseas	607	428	1.035	0.3
					GRAND TOTAL	190,825	114,440	305,265	100.0

Index = Geographic Distribution of % Circulation \pm % Population



Page 3 of 4

EXPLANATORY.

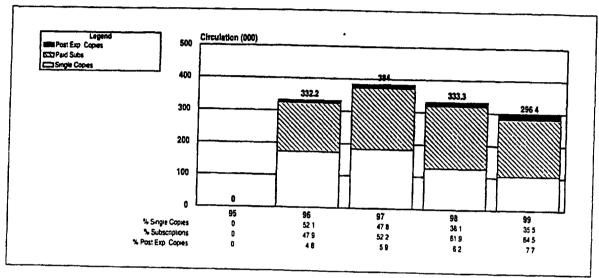
11.

Post Expiration Copies - Under ABC Rules, copies served to paid subscribers may be reported as paid circulation, provided the issues served are consecutive within three months of expiration.

ABC Publisher's Statement - This report has not been audited but has been compiled by the publisher in a format approved by ABC. An audit of the publisher's records will be issued by ABC reflecting differences, if any, from the Publisher's Statement.

(a) Par. 3(a) Basic Prices: Subscriptions: U.S., 1 yr. (6 issues) \$19.95, 2 yrs. \$35.95, 3 yrs. \$48.95. Canada, 1 yr. \$25.95. International, 1 yr. \$48.00 included in Par. 3(a) are 9,786 subscriptions that were sold at 1 yr. for \$20.00 in exchange for the redemption of airline Frequent Flyer Miles at the rate of 2c per mile.

12. FIVE YEAR ANNUAL TRENDS: Total average paid circulation as reported in June and December Publisher's Statements



No data available for periods prior to membership

13. VARIANCE REPORT

Latest Released Audit Report Issued for 12 months ended June 30, 1998 Variation from Publisher's Statements

Audit Penod Ended 06-30-98	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)
06-30-98 06-30-97 06-30-96 06-30-95	None Claimed None Claimed None Claimed None Claimed	353,587 374,636 253,726 167,560	358,926 386,142 254,839	-5,339 -11,506 -1,113	-1 5 -3 0 -0 4

*Initial Audit for 6 months ended June 30, 1995 - Publisher's Statement not required for this period

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

04-0196-5

CIGAR AFICIONADO, published by M. Shanken Communications, Inc., 387 Park Avenue South, New York, NY 10016 Telephone 212-684-4224

LAURA ZANDI

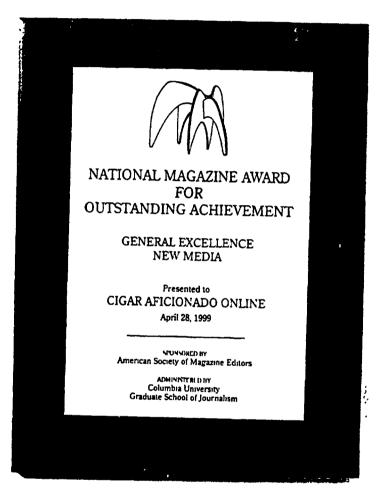
MARVIN R. SHANKEN

Vice President, Circulation

Publisher

Date Signed, February 17, 2000

In This Era Of Political Correctness, We At Cigar Aficionado Are Humbled By This Honor



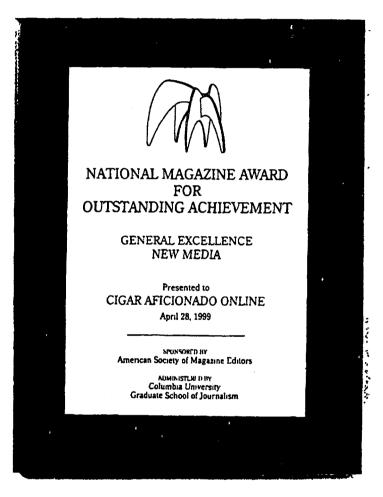




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M. SHANKEN COMMUNICATIONS, INC.

THE
DEFINITIVE
SOURCE



DELIBERATELY DISCRIMINATING

To be distinctive, you've got to be discriminating. It's a matter of taste. A matter of style. And at M. Shanken, it's a matter of fact.

One reason you won't find just anything on our covers. And why everything we cover is unlike anything in its class.

We're discriminating about the stories we choose to report.

Exacting, From top to bottom.

We're particular about the data we disseminate, relying on the accuracy and integrity of a databank that's second to none.

Because we believe there should be one publishing company that's nothing less than the definitive source for the food and beverage industry.

From the quality of the printed word to the quality of the paper it is printed on. It's all just part of a philosophy to give the people and the publications of M. Shanken the opportunity to serve you better.



M. SHANKIN COMMUNICATIONS. INC.

CIGAR AFICIONADO CIGAR INSIDER FOOD ARTS

HAMPTONS COUNTRY

INPACT

MARKET WATCH

MARKET WATCH "LEADERS"

WINE SPECTATOR

WINE SPECTATOR'S ULTIMATE GUIDE TO BUYING WINE WINE SPECTATOR'S WINE COUNTRY GUIDE TO CALIFORNIA

IMPACT RESEARCH REPORTS

IMPACT ANNUAL MARKETING SEMINAR
CALIFORNIA AND NEW YORK WINE EXPERIENCES
CIGAR AFICIONADO'S THE BIG SMOKE

Chairman	Marvin R. Shanken
Vice Chairman	
President	Michael Moaba
	Robert Beleson
Senior Vice President, Marketing .	Jay Morris
Senior Vice President, Research	Frank Walters
Advertising Director, CIGAR AFICIONADO	Rien Abrama
Vice President, Advertising Director, WINE SPECTATOR .	
Advertising Director, Hampions Country	Miriam Morgenstern
	Joseph DeCristofaro Jr
Vice President, Advertising Director, FOOD ARTS	Barbara Mathias
Vice President, Advertising Director, MARKET WATCH	_
Vice Provident Advancing Comp	Diane Leech
Vice President, Advertising Services Director	. Elizabeth Ferrero

M. SHANKEN COMMUNICATIONS, INC. 387 Park Avenue South

New York, NY 10016 (212) 684-4224 Fax: (212) 481-1540

Vice President, Western Advertising Manager Cynthia McGregor
WINE SPECTATOR
601 Van Ness Avenue
San Francisco, CA 94102
(415) 673-2040 • Fax (415) 673-0103

aficionado

Advertising Information

Effective January 1, 2000

1. GENERAL:	
Frequency:	Bi-Monthly
Single Copy Price:	\$4.95
Annual Subscription Price:	\$19.95
Average Paid Circulation:	301,602
Six Months Ended 6/30/99	
Member Audit Bureau of Circulations	

2. ADVERTISING RATES:						
FREQUENCY	1%	6X	12X			
FOUR COLOR	₹					
FULL PAGE	\$22950	\$22030	\$21115			
2/3 PAGE	19510	18730	17950			
1/2 PAGE	17215	16525	15840			

BLACK AND WHITE

FULL PAGE	\$19510	\$18730	\$17950
2/3 PAGE	16585	15920	15260
1/2 PAGE	14635	14050	13465

SPECIAL POSITIONING PREMIUMS

2ND COVER/PAGE ONE SPREAD+20%
2ND COVER+20%
3RD COVER+10%
4TH COVER+25%

NOTES:

- Agency Commission: 15%
- Bleed: 15% premium
- 2 Color: 10% premium above earned black and white rate
- 2% cash discount not available

3. DISCOUNTS:

Discounts apply to space run within one year of first insertion. Advertising from different divisions of the same company may be combined for discount purposes. Advertising appearing in any combination of M. Shanken Communications' publications will qualify for a discount level equal to the combined total insertions.

4. ISSUANCE AND CLOSING DATES:

Published 6 times a year. Closing for insertion orders is approximately 10 weeks prior to cover date. All advertising production materials are due 1 week after space closing.

Send space reservations to:

Advertising Department Cigar Aficionado 387 Park Avenue South New York, NY 10016

Fax: 212-481-1540



M. SHANKEN COMMUNICATIONS, INC. COPY & CONTRACT REQUIREMENTS

- 1. The acceptance or execution of an order is subject to Publisher's approval of copy, text, display and illustration.
- 2. All copy, text, display and illustration are published on the representation that the advertiser and the advertising agency are fully authorized and have secured proper written consent. The advertiser and the advertising agency agree to indemnify and save harmless the Publisher from any and all liability, loss and expense of any nature arising out of such publication.
- 3. Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the issue in which such insertion is to be published.
- 4. All rates and units of space are subject to change on 60 days notice.
- Orders for specific units of space and dates of insertions are necessary.
- Orders specifying positions are accepted on request basis only.
- The Publisher assumes no responsibility for errors in key numbers or telephone numbers, or in the printing or insertion of numbers for inserted material.
- 8. Orders that contain incorrect rates or conditions will be inserted and charged for at regular schedule of rates. Such errors will be regarded as clerical.
- Conditional orders are not accepted by the Publisher.
- 10. Cancellation or changes in orders not accepted after closing date.

- 11. All orders accepted by the Publisher contingent upon acts of God, fires, accidents, strikes or other interruptions to production and/or distribution of the same or different nature beyond his control.
- Rates charged and discounts allowed are subject to short rate or rebate at expiration or sooner termination of the contract period if different from rates or discount earned or space actually used.
- 13 Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
- 14 Publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation, or position commitment at any time, for any reason without liability, even though previously acknowledged or accepted All advertisements must be clearly identified by the trademark or signature of the advertiser Those which, in the judgment of the Publisher, look like editorial pages will be marked "Advertisement."
- 15. The liability of the Publisher for any error for which he may be held legally responsible will not exceed the cost of the space occupied by the error The Publisher will not, in any event, be liable for loss of income or profits or any consequential damages.
- 16. No conditions, printed or otherwise, appearing on contract orders or copy instructions that conflict with the Publisher's policies, listed on this rate card, will be binding on the Publisher.
- 17. As used in this section, the term "Publisher" shall refer to M. Shanken Communications, Inc.



5. MECHANICAL REQUIREMENTS:

A. PRINTING PROCESS:

• Web offset, printed on 55# Basis.

B. PREFERRED MATERIALS - FOUR COLOR:

- Negatives, right reading, emulsion side down,
 150 line screen.
- Film should be accompanied by 2 sets of progressive proofs.
- Also accept color keys and chromalin proofs.
- All proofs must contain color bars and be pulled to current S.W.O.P. density standards.

C. FOUR COLOR SCREEN TONE DENSITY:

 Maximum density of tone and undercolor removal should not exceed 320%.

D. PREFERRED MATERIALS - BLACK

- AND WHITE:
 - Negative, right reading, emulsion side down, 150 line screen.
 - · Also accept actual size velox halftone.

E. PREFERRED MATERIALS - TWO COLOR:

- Negatives, right reading, emulsion side down,
 150 line screen, accompanied by proof.
- Pantone matching system for color.

F. TWO COLOR SCREEN TONE DENSITY:

- Total density for two color film should not exceed 185%.
- No screened area should exceed 90%.

G. ROTATION OF COLORS:

Black, cyan, magenta and yellow.

H. PUBLICATION SERVICES:

- All advertising should be supplied correct size.
- Any ad requiring typesetting, camera, art/layout or photo work must be supplied two weeks prior to closing date.
- Charges will be quoted upon request.

I. SHIPPING:

All production material should be sent to: Production Manager Cigar Aficionado 387 Park Avenue South New York, NY 10016

J. MATERIALS:

Material will be retained by the publisher for one year, unless return is specifically requested. Publisher is not responsible for keeping material beyond one year.

6. MECHANICAL SPECIFICATIONS:

Width Depth
Publication Trim Size 91&"x 117&"
Safety
Full Page Bleed
Full Page Non-Bleed
Full Page Spread Bleed 183/4"x 121/6"
Full Page Spread Non-Bleed 15"x 101&"
2\$ Page Vertical Bleed 63\$"x 121\$"
2½ Page Vertical Non-Bleed 53½"x 101½"
1/2 Page Vertical Bleed 41/2"x 121/2"
រៀវ Page Vertical Non-Bleed
1/2 Page Horizontal Bleed 93/8"x 6"
1/2 Page Horizontal Non-Bleed



cigar ficionado

387 Park Avenue South New York, NY 10016 Tel: 212-684-4224

Fax: 212-481-1540

EDITOR & PUBLISHER:

Marvin R. Shanken

PRESIDENT/GROUP PUBLISHING DIRECTOR:

Robert Beleson

SENIOR VICE PRESIDENT/MARKETING:

Jay Morris

ADVERTISING DIRECTOR:

Barry Abrams

BUSINESS DEVELOPMENT DIRECTOR/TOBACCO:

George Brightman

ADVERTISING SERVICES DIRECTOR:

Elizabeth Ferrero

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601 Van Ness Avenue — Suite 2032

San Francisco, California 94102

Tel: 415-673-2040

Fax: 415-673-0103

VICE PRESIDENT/

WESTERN ADVERTISING MANAGER:

Cynthia McGregor



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309

gistration No. 18982	73	
TABACO, d.b.a.	X : :	
Petitioner,	: : :	Cancellation No. 92025859
	:	
Respondent.	: : :	
	ΓΑΒΑCO, d.b.a. Petitioner,	Petitioner,

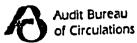
PARTY: RESPONDENT

For the mark COHIBA

Date registered: February 17, 1981

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 40



900 N. Meacham Road Schaumburg, IL 60173-4968 (847) 605-0909 FAX: (847) 605-0483

MAGAZINE PUBLISHER'S STATEMENT

For 6 months ended December 31, 1995

Subject to Audit

Exhibit A

Analyzed Paid Circulation

CIGAR AFICIONADO

PLAINTIFFS DEPOSITION EXHIBIT 5

NEW YORK, NEW YORK 10016

Field Served: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

AVERAGE PAID CIRCULATION

Total Average Paid Circulation:

217,398

Advertising Rate Base/Circulation Guarantee:

None Claimed

% Above/Below Rate Base (+/-)

Total Average Non-Analyzed Non-Paid Circulation:

17,528

Subscriptions: Individual

Single Copy Sales:

112,607

104,791

51.8 48.2

% of Total

100.0

AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions

None

2. PAID CIRCULATION by Issues

Issue Autumn Subscriptions Single Copy Sales 103,239 90,256 Total Paid 193,495 Issue Winter Subscriptions Single Copy Sales

121,975

119,326

Total Paid 241,301

DEFENDANT'S
EXHIBIT

D + 0

CIGAR AFICIONADO

Gross subscriptions sold during 6 month period ended December 31, 1995		%
AUTHORIZED PRICES:		
(a) Basic Prices: Single Copy: \$4.95. Subscriptions: U.S., 1 yr. \$16.95; 2 yrs. \$31.95; 3 yrs. \$44.95. Canada, 1 yr. \$20.95. International, 1 yr. \$26.95	32,388 None	40.5
	47,598	59.5
Ich I nwer than basic prices. I yi. 414.55	None	
(d) Association subscription prices: Total Subscriptions Sold in Period	79,986	100.0
DURATION OF SUBSCRIPTIONS SOLD:	17	0.0
and the state of the 2 issues!	41	0.1 56.2
LA CAMA TA ALAVAG MAGINE I SISSUES I COMMISSION OF THE COMMISSION	44,975 29,101	36.4
A T ALL MADING (A ICCIDATION CONTROL C	5,852	7.3
(d) Thineen to twenty-four months	79,986	100.0
(e) Twenty-five months and more		
	79.917	99.
CHANNELS OF SUBSCRIPTION SALES: (a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television and direct mail agents, etc.)	79,917	3 3 .
th) Codered Infolion Salestrade	69	0.
1. Catalog agencies and individual agents - includes institute and bath direct personal contact and telemarketing efforts	None	
a D. Nichar's own and indepartment Ratesportment and the second s	None None	
for consumer, trade and public place subscriptions. Members of schools, churches, fraternal and subscriptions - includes fund raising programs directed to individuals	None	
Members of schools, churches, tratemal and subtractions - includes fulful tassing programs Association members	79,986	100.
(c) Association members		
USE OF PREMIUMS:	79,986	100
	None	
(a) Ordered without premium	None	
(b) Ordered with material reprinted from this publication	79,986	100
(c) Ordered with other premiums		
ADDITIONAL CIRCULATION INFORMATION		
CORIES INCLUDED IN PAID CIRCULATION (PAR. 1):		%
(a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11	4,162	3.7
(a) Average number of copies served on subscriptions for those dear three many		
VARIANCE REPORT.		
Latest Released Audit Report Issued for 6 months ended June 30, 1995		
Variation from Publisher's Statements	Demontone	
Publisher's	Percentage of Difference	
Ended Rate Base Audit Hepoti Statistical	G. 201014-44	
05-20.05 None Claimed 167,560		

*Initial Audit for 6 months ended June 30, 1995 - Pulsisher's Statement not required for this period.

U.S. PAID CIRCULATION BY ABCD COUNTY SIZE

Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

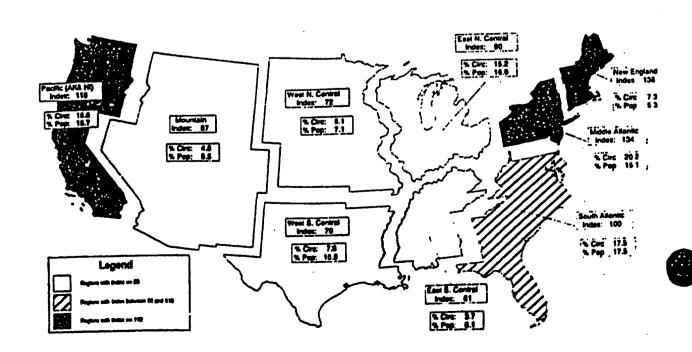
GEOGRAPHIC ANALYSIS OF TOTAL PAID CIRCULATION for the Winter, 1995 Issue

Paid circulation of this issue was 11.0% greater than the total average paid circulation.

	<u> </u>	Ingle Copy		% of
STATE	Subs.	Sales	TOTAL	Cire.
	316	611	927	
Maine	535	599	1,134	
New Hampshire	242	178	420	
Vermont	3.746	3.221	6.967	
Massachusetts	654	275	929	
Rhode Island	3.066	2.867	5,933	_
Connectica			18,310	7.3
HEW ENGLAND	8,559	7,751		•
New York	12.784	10,028	22,812	
	6.409	5,829	12,238	
New Jersey	6.037	4,397	10,434	
Pennsylvania	25,230	20,254	45,484	20.2
MIDDLE ATLANTIC		3,107	6.969	
Ohio	3,862		3.312	
Indiana	1,735	1,577	13,303	
Illinois	6,803	6,500	6,986	
Michigan	3,169	3,817	3.504	
Wisconsin	1,835	1,669_		45.0
EAST N. CENTRAL	17,404	16,670	34,074	15.2
	1,816	1.624	3,440	
Minnesota	687	449	1,136	
10W2	1,758	2,120	3,878	
Missouri	107	128	235	
North Dakota	124	175	299	
South Dakota	441	380	821	
Nebraska	877	670	1,547	
Kansas	5,810	5,546	11,356	5.1
WEST N. CENTRAL		- • -	753	
Delaware	282	471	4,371	
Maryland	2,413	1,958	1,499	
District of Columbia	667	832	5.435	
Virginia	3,135	2,300		
West Virginia	299	320	619	
North Carolina	2,188	2,418	4,606	
South Carolina	682	804	1,686	
Georgia	2,909	2,621	5,530	
Florida	7,255	7,583	14,838	
SOUTH ATLANTIC	20,030	19,307	39,337	17.5

	S	ingle Copy		% of .
STATE	Subs.	Sales	TOTAL	Circ.
(entucky	849	833	1,682	
ennesses	1,484	1,961	3,445	
Usbama	781	2,021	2,802	
lississippi	376	115	491	
EAST S. CENTRAL	3,490	4,930	8,420	3.7
Arkansas	481	460	941 2,210	
ouisiana	1,264	946	1.255	
Oklahoma	763	492	12,707	
Texas	6,218	6,489		7.6
WEST S. CENTRAL	8,725	B,387	17,113	1.0
Montana	189	111	300 440	
Idaho	252	168	174	
Wyoming	89	75	3,295	
Colorado	1,540	1,755	1,107	
New Mexico	456	651	3,199	
Arizona	1,607	1,592	544	
Utah	214	330	1,779	
Nevada	729	1,050		4.8
MOUNTAIN	5,086	5,752	10,838	4.0
Alaska	220	125	345	
Washington	2,004	1,531	3,535	
Oregon	1,085	1,155	2,240	
California	18,152	16,297	34,449 1,108	
Hawaii	649	459		18.6
PACIFIC	22,110	19,567	41,677	15.0
Miscellaneous				
U.S. Undassified			001.000	100.0
UNITED STATES	115,445	108,164	224,609	100.0
U.S. Circ. Percent of				93.1
Grand Total			602	
Poss, & Other Areas	379	214	593	0.
U.S. & POSS., etc.	116,824	108,378	225,202	93.4
•	1,559	4,028	5.587	2.3 4.2
Canada		6.920	10,211	4.2
International		5,520	. = • =	
Other Unclassified	•			
Military or Civilian	301		301	0.1
Personnel Overseas		110 556	241,301	100.0
GRAND TOTAL	121,975	119,326	241,301	199.0

Index = Geographic Distribution of % Circulation + % Population



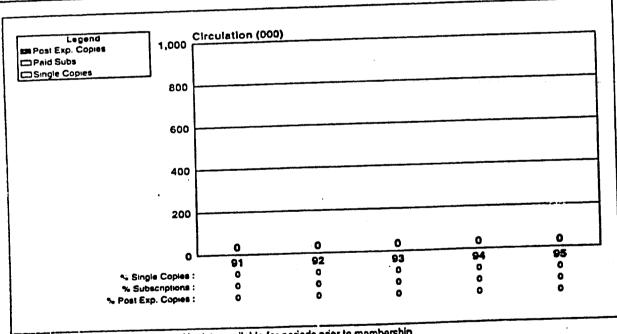


Post Expiration Copies - Under ABC Rules, copies served to paid subscribers may be reported as paid circulation, provided the issues served are consecutive

ABC Publisher's Statement - This report has not been audited but has been compiled by the publisher in a format approved by ABC. An audit of the publisher's records will be issued by ABC reflecting differences, if any, from the Publisher's Statement.

FIVE YEAR ANNUAL TRENDS: Total average paid circulation as reported in June and December Publisher's Statements





No data available for periods prior to membership.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with 04-0196-5 Audit Bureau of Circulations' Bylaws and Rules.

CIGAR AFICIONADO, published by M. Shanken Communications, Inc., 387 Park Avenue South, New York, NY 10016

LAURA ZANDI

MARVIN R. SHANKEN

Vice President, Circulation

Publisher

Signed, April 11, 1996



900 N. Meacham Road Schaumburg, IL 60173-4968 ,847) 605-0909 FAX: (847) 605-0483

MAGAZINE PUBLISHER'S STATEMENT

For 6 months ended December 31, 1996

Subject to Audit

Exhibit C

Analyzed Paid Circulation

CIGAR AFICIONADO

NEW YORK, NEW YORK 10016

Field Served: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

1. AVERAGE PAID CIRCULATION

Total Average Paid Circulation:

372,169

Advertising Rate Base/Circulation Guarantee:

None Claimed

% Above/Below Rate Base (+/-)

.

Total Average Non-Analyzed Non-Paid Circulation:

22,035

Subscriptions: Individual

169,822

45.6

Single Copy Sales:

202,347

54.4

% of Total

AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions

None

2 PAID CIRCULATION by Issues

Issue Subscriptions Single Copy Sales Total Paid Issue Subscriptions Single Copy Sales Total Paid Autumn 147,479 183,823 331,302 Winter 192,165 220,871 413,036

CIGAR AFICIONADO

٦.	Gross subscriptions sold during 8 month period ended December 31, 1996		*
1	AUTHORIZED PRICES:		•
ز		92.250	74.3
	(a) Basic Prices: Single Copy: \$4.95. Subscriptions: See Par. 11(a)	None	•••
	(b) Higher than basic prices:	31,961	25.7
	(c) Lower than basic prices: 5 issues \$10.43	None	
	(d) Association subscriptions Finds: Total Subscriptions Sold in Period	124,211	100.0
7	DURATION OF SUBSCRIPTIONS SOLD:	21	0.0
J	(a) One to six months (1 to 2 issues)	47	0.0
	(b) Seven to eleven months (3 ISSUES)	51,403	41.
	(c) Twelve months (6 issues)	66,138	53.
	(d) Thirteen to twenty-four months	8,602	5.
	(e) Twenty-five months and more Total Subscriptions Sold in Period	124,211	100.
	Total Subscriptions Sold in Period	·	
7	CHANNELS OF SUBSCRIPTION SALES:	444.000	99.
ل	(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, telovision and direct mail agents, etc.)	124,093	83.
	(b) Ordered through salespeople:	118	0
	(b) Ordered through salespeople: 1. Catalog agencies and individual agents - includes institutional and Borary subscriptions 2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts	***	
	2. Publisher's own and independent sate specifies a subscriptions	None	
	a standard plantage freignes and straight prizations a straight and the straight of the straig	None	
	A A A I - AI - A	None	
	Total Subscriptions Sold in Period	124,211	100
_			
	USE OF PREMIUMS:	124.211	100
_	(a) Ordered without premium. (b) Ordered with material reprinted from this publication.	None	
	(b) Ordered with material reprinted from any processors (c) Ordered with other premiums	None	
	(c) Ordered with other premium	124,211	100
	Total Subscriptions Sold in Period		
	ADDITIONAL CIRCULATION INFORMATION		
	ADDITION II COME		
			%
_	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1):	7 2013	
]		7,203	
	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1): (a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11	7,203	
	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1): (a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11	7,203	
	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1): (a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11	7,203	
	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1): (a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11	•	
	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1): (a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11 VARIANCE REPORT: Latest Released Audit Report Issued for 6 months ended June 30, 1995 Variation from Publisher's Statements Audit Period Publisher's	Percentage	% 42
_	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1): (a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11 VARIANCE REPORT: Latest Released Audit Report Issued for 6 months ended June 30, 1995 Variation from Publisher's Statements Audit Period Ended Rate Base Audit Report Difference	•	
_	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1): (a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11	Percentage	
_	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1): (a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11 VARIANCE REPORT: Latest Released Audit Report Issued for 6 months ended June 30, 1995 Variation from Publisher's Statements Audit Period Ended Rate Base Audit Report Statements Difference	Percentage	

U.S. PAID CIRCULATION BY ABCD COUNTY SIZE

Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

GEOGRAPHIC ANALYSIS OF TOTAL PAID CIRCULATION for the Winter, 1996 Issue

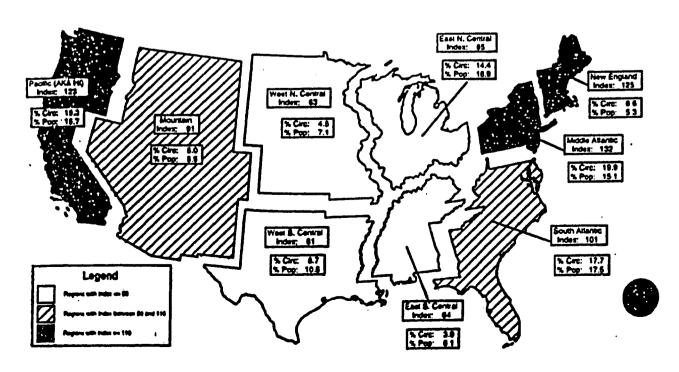
Paid circulation of this issue was 11.0% greater than the total average paid circulation.

	_
4.	
200	-
400	
Α.	_

		Single Copy		% of
STATE	Subs.	Sales	TOTAL	Circ.
Maine	482	701	1,183	
New Hampshire	845	679	1,724	
Vermont	332	336	668	
Massachusetts	5,595	5,568	11,163	
Rhode Island	1.058	598	1,656	
Connectical	4,381	4,418	8,799	
NEW ENGLAND	12,693	12,500	25,193	6.6
New York	18,313	17,131	35,444	
New Jersey	9.904	12,228	22,132	
Pennsylvania	8,958	9,158	18,116	
MIDDLE ATLANTIC	37,175	38,517	75,692	19.9
	6,103	5,622	11.725	
Oho	2.850	2.828	5,678	
Indiana	10.695	10,813	21,508	
Illinois	5,117	5.298	10,415	
Michigan	2,872	2,640	5.512	
Wisconsin	27,637	27,201	54,838	14.4
•	2.631	2,408	5.039	
Minnesota	1.075	722	1.797	
10W2	2.747	2.784	5.531	
Missouri	178	217	395	
North Dakota	232	248	480	
South Dakota	847	596	1243	
Nebraska	1,470	1,184	2.654	
WEST N. CENTRAL	8.960	8,159	17,139	4.5
	465	706	1.171	
Delaware	3.816	3.643	7.459	
Maryland	825	872	1.697	
District of Columbia	4.910	3.747	8.657	
Virginia	492	417	909	
West Virginia	3,704	4.032	7.736	
North Carolina	1,538	1,648	3,188	
South Carolina	4,933	3.471	8.404	
Georgia	12,209	16,118	28,327	
Florida				144
SOUTH ATLANTIC	32,892	34,654	67,548	17.7

STATE	Subs.	ingle Copy Sales	TOTAL	% of Circ.
Kentucky	1,425	1,419	2,844	
Tennessee	2,450	3,165	5,615	
Alabama	1,335	4,232	5,567	
MissIssIppl	650	274	924	
EAST S. CENTRAL	5,860	9,090	14,950	3.9
Arkansas	765	3,117	3,882	
Louisiana	1,991	1,835	3,826	
Oldahoma	1,234	1,127	2,361	
Texas	10,286	12,636	22,922	
WEST S. CENTRAL	14,276	18,715	32,991	8.7
Mortana	327	271	598	
Idaho	428	385	613	
Wyoming	172	61	233	
Cólorado	2,643	3,087	5,730	
New Mexico	725	753 2,924	1,478 5,728	
Arizona	2,804 401	522	923	
Nevada	1,299	2,164	3,463	
MOUNTAIN	8,799	10,167	18,966	5.0
Alaska	338	342	680	
Washington	3.342	3,495	6,837	
Orecon	1.812	1,950	3,762	
California	29,036	31,069	60,105	
Hawai	989	1,003	1,992	
PACIFIC	35,517	17,859	73,376	19.3
Miscellaneous				
UNITED STATES	183,829	196,862	380,691	100.0
U.S. Circ. Percent of				
Grand Total				
Poss. & Other Areas	551	535	1,088	75.5
U.S. & POSS., etc.	184,380	197,397	381,777	822
Canada	2.698	14,832	17.530	42
International	4.498	8,640	13,138	3.2
Other Unclassified	.,			
Personnel Overseas	589	2	591	0.1
CALSO PER CLOSSOS				

Index = Geographic Distribution of % Circulation + % Population



EXPLANATORY:

(a) Par. 3(a): Basic Prices: Subscriptions: To 11/01/96, U.S., 1 yr. (4 issues) \$16.95, 2 yrs. \$31.95; 3 yrs. \$44.95; Canada, 1 yr. (4 issues) \$20.95; International, (a) Fat. 3(a). Dasic Fines. Subscriptions. 10 1110 1795, 5.51, 4 71. (5 issues) \$19.95, 2 yrs. \$35.95, 3 yrs. \$48.95; Canada, 1 yr. (6 issues) \$25.95; International, 1 yr. (6 issues) \$26.95; since 11/01/96, U.S., 1 yr. (6 issues) \$19.95, 2 yrs. \$35.95, 3 yrs. \$48.95; Canada, 1 yr. (6 issues) \$25.95; International, 1 yr. (6 issues) \$38.95.

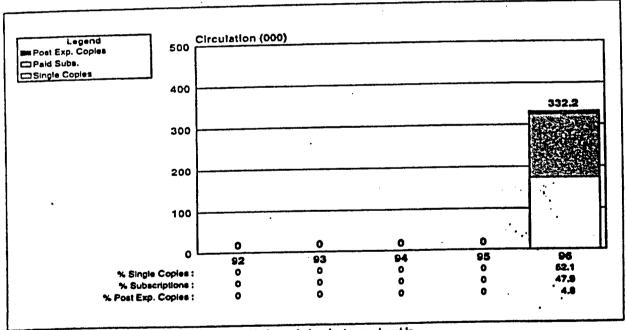


Post Expiration Copies - Under ABC Rules, copies served to paid subscribers may be reported as paid circulation, provided the issues served are consecutive within three months of expiration.

ABC Publisher's Statement - This report has not been audited but has been compiled by the publisher in a format approved by ABC. An audit of the publisher's records will be issued by ABC reflecting differences, if any, from the Publisher's Statement.

FIVE YEAR ANNUAL TRENDS: Total average paid circulation as reported in June and December Publisher's Statements





No data available for periods prior to membership.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with 04-0198-5 Audit Bureau of Circulations' Bylaws and Rules.

CIGAR AFICIONADO, published by M. Shanken Communications, Inc., 387 Park Avenue South, New York, NY 10018

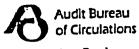
LAURA ZANDI

MARVIN R. SHANKEN

Vice President, Circulation

Publisher

ate Signed, January 30, 1997



900 N. Meacham Road Schaumburg, IL 60173-4968 (847) 605-0909 FAX: (847) 605-0483

MAGAZINE PUBLISHER'S STATEMENT

For 6 months ended June 30, 1997 Subject to Audit

Exhibit D

Analyzed Paid Circulation

CIGAR AFICIONADO

NEW YORK, NEW YORK 10016

Fleld Served: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

AVERAGE PAID CIRCULATION 1.

Total Average Paid Circulation:

400.115

Advertising Rate Base/Circulation Guarantee:

None Claimed

% Above/Below Rate Base (+/-)

28,926

Total Average Non-Analyzed Non-Paid Circulation:

Subscriptions: Individual

196,119

49.0 51.0

Single Copy Sales:

203,996

100.0

% of Total

AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions

None

PAID CIRCULATION by Issues

ISSUB Mar/Apr. Subscriptions Single Copy Sales

Total Paid

issue

Subscriptions Single Copy Sales 200,220 195.493

Total Paid 395,713

404,516 196,745 207,771

CIGAR AFICIONADO

	oss subscriptions sold during 6 month period ended June 30, 1997		%
	JTHORIZED PRICES:		~
' -	Designation Control of the Control o	106,133	81.7
•	C. Landatione: Sae Pars 11(8) & (D)	8,639	6.7
(t	1 Lighter 1: an hacic nices: 4 ISSUES 3 10.55, 0 135005 00 100,	15,070	11.6
į	Lower than basic prices: 6 issues 310.55, 12 iss	None	
{(Association subscription prices:	129,842	100.0
	DURATION OF SUBSCRIPTIONS SOLD:	106	0.1
1 -	DURATION OF SUBSCRIPTIONS SOLD: a) One to six months (1 to 3 issues)	7,132	5.5
	h) Saven to elevan months (4 to 3 to 500)	101,026	77.I 11.2
(d) Thirleen to twenty-four months	14,748 6,830	5.
- 1	d) Thinteen to twenty-four months		100
•	e) Twenty-five months and more	129,842	
] !	CHANNELS OF SUBSCRIPTION SALES: a) Ordered by mait and/or direct request (may include direct mail, renewal mail, insert cards, television and direct mail agents, etc.)	129,651	99.
	a) Ordered by mait and/or direct request (may include offect their, to the same of the sam	191	0
1	b) Ordered through salespeople: 1. Catalog agencies and individual agents - includes institutional and library subscriptions 1. Catalog agencies and individual agents - includes institutional and library subscriptions	131	•
	2 Publisher's own and independent salespeople - includes salespeople - includes salespeople	None	
	for consumer, trade and public place subscriptions	None	
		None	100
	(c) Association members	129,842	100
•	USE OF PREMIUMS:	129,842	100
_	USE OF PREMIUMS: (a) Ordered without premium	None	
		None	
	(c) Ordered with other premiums	129,842	100
	ADDITIONAL CIRCULATION INFORMATION		
	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1):		*
	POST EXPIRATION COPIES INCLUDED IN FAIR CONTROL TO THE PROPERTY OF THE PROPERT	14,467	7.4
	(a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11		
	VARIANCE REPORT:		
•	VAHIANGE REPORT.		
	A Nort Released Audit Report Issued for 6 months ended June 30, 1996		
7.] 6.]	Latest Released Audit Report Issued for 6 months ended June 30, 1996		
	Latest Released Audit Report Issued for 6 months ended June 30, 1996 Variation from Publisher's Statements Publisher's	Percentage	
•	Latest Released Audit Report Issued for 6 months ended June 30, 1996 Variation from Publisher's Statements Audit Penod Fale Rase Audit Report Statements Difference	of Difference	
	Variation from Publisher's Statements Audit Penod Ended Rate Base Audit Report Statements Difference Statements - 1113		
	Variation from Publisher's Statements Audit Penod Ended Rate Base Audit Report Statements Audit Penod Ended Rate Base Audit Report Statements	of Difference	

[9] U.S. PAID CIRCULATION BY ABCD COUNTY SIZE

GEOGRAPHIC ANALYSIS OF TOTAL PAID CIRCULATION for the May/June, 1997 Issue

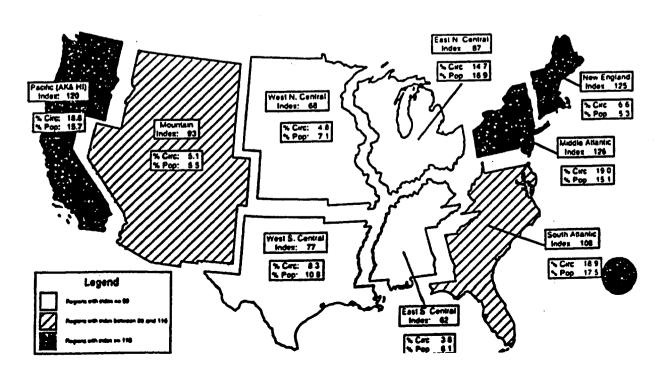
Paid circulation of this issue was 1.1% less than the total average paid circulation.

_	=	_
4	٠,	
		B
23.		
•	٠	

		Single Copy		% of
STATE	Subs.	Sales	TOTAL	Circ.
Maine	438	579	1,017	
Maine	872	877	1,749	
New Hampshire	330	281	611	
Vermont	5,627	4,862	10,489	
Massachusetts	1,023	524	1,547	
Rhode Island	4,377	3.870	8.247	
Connecticul		10,993	23,660	6.6
NEW ENGLAND	12,667	•	•	
New York	17,925	14,010	31,935	
New Jersey	10,399	9,922	20,321	
Pennsylvania	8,933	6,681	15,614	
MIDDLE ATLANTIC	37,257	30,613	67,870	19.0
	6.277	5,429	11,706	
Ohio	2,862	2,503	5,365	
Indiana	10,433	9,681	20.314	
Illinois	5,231	4.757	9,988	
Michigan	2,398	2,314	5.212	
Wisconsin			52,585	14.7
EAST N. CENTRAL	27,701	24,884	•-	170
Minnesola	2,557	2,545	5,102	
104.5	1,077	845	1,922	
Missouri	2,784	2,678	5,462	
North Dakola	175	208	383	
South Dakota	225	223	448	
Nebraska	637	624	1,261	
Kansas	1,450	1,144	2,594	
WEST N. CENTRAL	8.905	8,267	17,172	4.
	479	605	1,084	
Dolaware	4,011	3,465	7,476	
Maryland District of Columbia	811	799	1,610	
Virginia	5,179	3,364	8,543	
	511	409	920	
West Virginia	3,938	3,795	7,733	
South Carolina	1.613	1,610	3,223	
	4,907	3,709	8,616	
Georgia	12,701	15,752	28,453	
Florida		33,508	67,658	18.
SOUTH ATLANTIC	34,150	33,308	07,030	10.

STATE	Subs.	Single Copy Sales	TOTAL	% of Circ.
Kenlucky	1,419	1,274	2.693	
Tennessee	2,558	2.871	5,429	
Alabama	1.391	3,095	4,486	
Mississippi	683	339	1,022	
EAST S. CENTRAL	6,051	7,579	13,630	3.8
Arkansas	772	952	1,724	
Louisiana	1,974	1,560	3.534	
Oklahoma	1,192	991	2.183	
Texas	11,002	11,132	22,134	
WEST S. CENTRAL	14,940	14,635	29,575	8.3
Montana	291	227	518	
Idaho	387	282	669	
Wyoming	174	85	259	
Cólorado	2,641	2,523	5,164	
New Mexico	748	806	1,554	
Arizona	2,855	2.983	5,838	
Utah	395	475	870	
Nevada	1,345	2,068	3,413	
MOUNTAIN	8,836	9,449	18,285	5.1
Alaska	344	311	655	
Washington	3,573		6.495	
Oregon	1,903	1,662	3,565	
California	28,761	25,605	54,366 1,932	
Hawaii	992	940		- 40.0
PACIFIC	35,573	31,440	67,013	18.8
Miscellaneous U.S Unclassified				
UNITED STATES	185,089	171,368	357,448	1000
U.S. Circ. Percent of Grand Total				
Poss, & Other Areas	653	495	1,148	0.3
U.S. & POSS., etc.	186,733		358,596	90.6
Canada	2,987	19,476	22,463	5.7
international	5.086		13,967	3.5
Other Unclassified Military or Civilian	2.300	3,34		
Personnei Overseas	687	•	687	0.2
GRAND TOTAL	195,493		395,713	100.0
GUAND IOINE	133,433	******		

Index = Geographic Distribution of % Circulation + % Population



EXPLANATORY: 11.

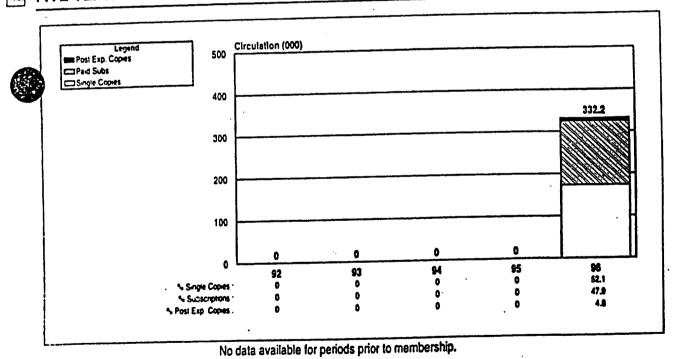
(a) Par. 3(a): Basic Prices: Subscriptions: To 06/01/97, U.S., 1 yr. (6 issues) \$19.95, 2 yrs. \$35.95, 3 yrs. \$48.95; Canada, 1 yr. \$25.95; International, 1 yr. \$36.95; since 06/01/97, U.S., 1 yr. (6 issues) \$19.95, 2 yrs. \$35.95, 3 yrs. \$48.95; Canada, 1 yr. \$25.95; International, 1 yr. \$48.00.

(b) Par. 3(a): Included in Par. 3(a) are 483 subscriptions that were sold since April 1, 1997 at 6 issues for \$20.00 in exchange for the redemption of airline requent Flyer Miles at the rate of 2c per mile, as provided for under an ABC Board of Directors' approved lest program.

Post Expiration Copies - Under ABC Rules, copies served to paid subscribers may be reported as paid circulation, provided the issues served are consecutive within three months of expiration.

ABC Publisher's Statement - This report has not been audited but has been compiled by the publisher in a formal approved by ABC. An audit of the publisher's records will be issued by ABC reflecting differences, if any, from the Publisher's Statement.

FIVE YEAR ANNUAL TRENDS: Total average paid circulation as reported in June and December Publisher's Statements



We carrify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with 04-0196-5 Augit Bureau of Circulations' Bylaws and Rules.

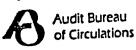
CIGAR AFICIONADO, published by M. Shanken Communications, Inc., 387 Park Avenue South, New York, NY 10016

LAURA ZANDI

MARVIN R. SHANKEN

ice President, Circulation gned, July 30, 1997

Publisher



900 N. Meacham Road Schaumburg, IL 60173-4968 (847) 605-0909 FAX: (847) 605-0483 URL http://www.accessabc.com

MAGAZINE PUBLISHER'S STATEMENT

For 6 months ended December 31, 1997

Subject to Audit

Exhibit E

Analyzed Paid Circulation

CIGAR AFICIONADO

NEW YORK, NEW YORK 10016

Field Served: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

AVERAGE PAID CIRCULATION

Total Average Paid Circulation:

373,192

Advertising Rate Base/Circulation Guarantee:

None Claimed

% Above/Below Rate Base (+/-)

Total Average Non-Analyzed Non-Paid Circulation:

20,022

Subscriptions: Individual Single Copy Sales:

203,270

169.922

45.5 100.0

% of Total 54.5

....

AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions

None

2. PAID CIRCULATION by Issues

lssu e	Subscriptions	Single Copy Sales	Total Paid	Issu e	- •	Single Copy Sales	Total Paid 401,962
July/Aug.	194,361	161,059	355,420	Nov./Dec.	211,455	190,507	701,302
Sept/Oct.	203,994	158,200	362,194		•		

CIGAR AFICIONADO

•	Gross subscriptions sold during 6 month period ended December 31, 1997		%
	AUTHORIZED PRICES:		
٠	(a) Basic Prices: Single Copy: \$4.95. Subscriptions: See Pars. 11(a) & (b)	115,884	92.8
	Subernations: See Pars. 11(8) & (D)	281 8,739	0.2 7.0
	(b) Higher than basic prices: 4 issues \$16.95; 8 issues \$31.95	None	
		124,904	100.0
	Total Subscriptions Sold in Period	-	
	DURATION OF SUBSCRIPTIONS SOLD:	43	0.0
	(a) One to six months (1 to 3 issues)	293	0.2
	(b) Seven to eleven months (4 to 5 issues)	110,232	88.3
	(-) Twelve months (6 issues)	9,616	7.7 3.8
		4,720	
	(e) Twenty-five months and more	124,904	100.0
	THE PROPERTY OF THE PROPERTY O		
	CHANNELS OF SUBSCRIPTION SALES: (a) Ordered by mail and/or direct request (may include direct mail, renewal mail, Insert cards, television and direct mail agents, etc.)	124,727	99.9
	(a) Ordered by man and/or direct response (the) includes institutional and library subscriptions	177	0.
	(b) Ordered through salespeople: 1. Catalog agencies and individual agents - includes institutional and library subscriptions 2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts	•••	••
	2 Publisher's own and independent salespeople * includes sales through the sales in the salespeople * includes sal	None	
	for consumer, trade and public place subscriptions	None None	
		124,904	100.
	(c) Association members Total Subscriptions Sold in Period	124,004	
	USE OF PREMIUMS:		100.
j		124,904 None	100.
	(a) Ordered without premium	None	
		124,904	100
	(c) Ordered with other premiums Total Subscriptions Sold in Period.		
	ADDITIONAL CIRCULATION INFORMATION		
_	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1):		*
	POST EXPIRATION COPIES INCLODED IN TAIL DIFFERENCE CONTROL TO THE PROPERTY OF	10.094	5.0
	(a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11		
	VARIANCE REPORT:		
	Latest Released Audit Report Issued for 12 months ended June 30, 1996		
	Variation from Publisher's Statements Publisher's	Percentage	
	Audit Penod Statements Difference	of Difference	
	Engeg national 254 829 -1.113	-0.4	
	00-30-30 Hote Country		
	06-30-95 None Claimed 157,560		

9 U.S. PAID CIRCULATION BY ABCD COUNTY SIZE

Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

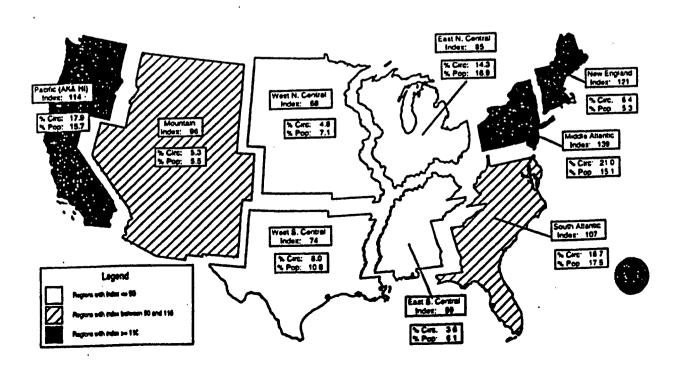
GEOGRAPHIC ANALYSIS OF TOTAL PAID CIRCULATION for the November/December, 1997 Issue

Paid circulation of this issue was 7.7% greater than the total average paid circulation.

		Ingle Copy		% of
STATE	Subs.	Sales	TOTAL	Circ.
	469	456	925	
Maine	637	735	1,572	
New Hampshire	337	244	581	
Vermont	5,655	4.964	10,619	
Massachusetts	1.023	487	1.510	
Rhode Island	4,505	3,207	7.712	_
Connecticut			22,919	6.4
NEW ENGLAND	12,826	10,093	- •	•••
New York	24,538	13,649	38,187	
NEW TOTAL	11,165	9,844	21,009	
New Jersey	9.523	6,730 _	16,253_	
Pennsylvania	45,226	30,223	75,449 -	21.0
MIDDLE ATLANTIC	6,575	4,588	11,263	
Ohio	3.066	1.732	4,798	
Indiana	10,983	8.887	19,870	
Tiinois	5.515	4,390	9,905	
Michigan	3,081	2,352	5,433	
Wisconsin			51,269	14,3
EAST N. CENTRAL	29,220	22,049	- •	
Minnesola	2,638	2,482	5,120	
lowa	1,124	913	2,037	
Missouri	2,978	2,304	5.282	
North Dakota	201	215	416	
		222	460	
South Dakota		481	1,126	
1.00	1,496	1,168	2.664	
WEST N. CENTRAL	9,320	7,785	17,105	4.8
	£88	361	893	
Delaware	4 000	4,172	8,461	
Maryland		828	1,600	
District of Columbia	' - :	3,159	8,581	
Virginia		389	898	
West Virginia	, 508	3.357	7.527	
North Carolina		1,496	3,157	
South Carolina	1,661	2.990	8,211	
Georgia	5,221	14.087	27.763	
Florida	13,0/0			18.7
SOUTH ATLANTIC	35,252	30,839	67,091	10.0

	S	Ingle Copy		% of
STATE	Subs.	Sales	TOTAL	Circ.
Vach rik i	1,505	1,077	2,582	
Termessee	2.684	2.145	4,829	
Alabama	1.458	3,104	4,562	
Mississippi	725	306	1.031	
EAST S. CENTRAL	6,372	6,632	13,004	3.6
=	828	583	1,411	
Arkansas	2.039	1.272	3,311	
Louisiana	1.195	889	2.084	
Oklahoma	11,424	10,549	21,973	
WEST S. CENTRAL	15,486	13,293	28,779	8.0
	296	452	748	
Montana	417	282	699	
Idaho	154	87	241	
Wyoming	2,795	2,700	5,495	
Colorado	784	811	1,595	
New Maxico	3.021	2,856	5,877	
Arizona	414	698	1.112	
Utah	1,457	1.731	3,188	
Nevada		9,617	18,955	5.3
MOUNTAIN	9,338	- •	694	•
Alaska,	350	344	6.806	
Washington	3,878	2,928	3.759	
Oregon	2,071	1,688	51.28 5	
California	29,211	22.074	1.901	
Hawaii	1,054	847		17.9
PACIFIC	36,564	27,881	64,445	17.30
Miscellaneous				
U.S. Unclassified			240.046	100.0
UNITED STATES	200,604	158,412	359,016	100.0
U.S. Circ. Percent of				245
Grand Total				
Poss, & Other Areas	800	1,048	1,848	
U.S. & POSS., etc.	201,404	159,460	360,864	634
	3,308	16,952	20,260	5.0
Canada		14.095	20.031	5.0
International		17,030	20,00	
Other Unclassified	•	•		
Military or Civilian			807	0.2
Personnel Overseas				
GRAND TOTAL	211,455	190,507	401,962	100.0

Index = Geographic Distribution of % Circulation + % Population



EXPLANATORY: 11.

(a) Par. 3(a): Basic Prices: Subscriptions: U.S., 1 yr. (6 issues) \$19.95; 2 yrs. \$35.95; 3 yrs. \$48.95. Canada, 1 yr. \$25.95. International, 1 yr. \$48.00. (b) Par. 3(a): Basic Prices: Subscriptions: Included in Par. 3(a) are 699 subscriptions that were sold at 1 yr. for \$20.00 in exchange for the redemption of (u) Fat. S(a). Basic Frices. Subscriptions. Included in Fat. S(a) are one subscriptions that were sold at Fig. 10 section in excita-

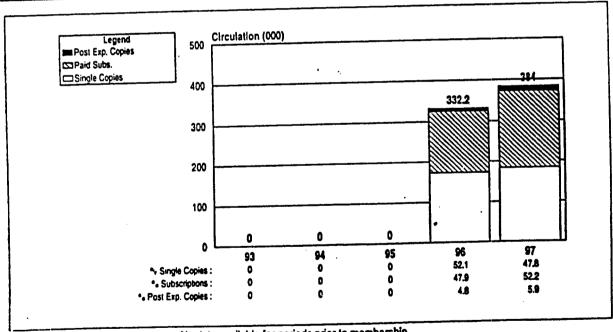


Post Expiration Copies - Under ABC Rules, copies served to paid subscribers may be reported as paid circulation, provided the issues served are consecutive

ABC Publisher's Statement - This report has not been audited but has been compiled by the publisher in a format approved by ABC. An audit of the publisher's records will be issued by ABC reflecting differences, if any, from the Publisher's Statement.

FIVE YEAR ANNUAL TRENDS: Total average paid circulation as reported in June and December Publisher's Statements





No data available for periods prior to membership.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with 04-0196-5 Audit Bureau of Circulations' Bylaws and Rules.

CIGAR AFICIONADO, published by M. Shanken Communications, Inc., 387 Park Avenue South, New York, NY 10016

LAURA ZANDI

MARVIN R. SHANKEN

Vice President, Circulation

Publisher

Dale Signed, February 10, 1998

Ludit Burcau of Circulations 900 N. Meacham Road Schaumburg; IL: 60173-4968

(847) 605-0909 FAX: (847) 605-0483

1.

MAGAZINE PUBLISHER'S STATEMENT For 6 months ended June 30, 1998

Exhibit F

Subject to Audit

URL http://www.accessabc.com Analyzed Pald Circulation

CIGAR AFICIONADO

NEW YORK, NEW YORK 10016

Field Served: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life Include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

AVERAGE PAID CIRCULATION

Total Average Paid Circulation:

344,660

Advertising Rate Base/Circulation Guarantee:

None Claimed

% Above/Below Rate Base (+/-)

18.098

Total Average Non-Analyzed Non-Paid Circulation:

Subscriptions: Individual

211.384

Single Copy Sales:

133,276

38.7 100.0

% of Total 61.3

AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions

None

PAID CIRCULATION by issues

issue	Subscriptions Si	ingle Copy Sales	Total Paid	issue	•	Single Copy Sales		
Jan/Feb.	212,074	144,579	358, 653	May/June	205,683	133,474	339,157	
Mar /Ane	216.395	121,775	338,170	•				

(ross subscriptions sold during 6 mont	n period ended June 30, 1	998 ·				*
	UTHORIZED PRICES:			•			•
, ;	L Cools Brings: Single Conv. \$4.95.					85,722	0.00
	C. Secriptions: See Para, 11(8) & U				*********	70	0.1
	LL LICENER MOR HERRY COCCES: 4 IS SUITE.	10.00 ·····			****	788 . Ness	0.9
	c) Lower than basic prices: 1 yr. a to.	3				None	400.0
	 d) Association subscription prices: Total Subscriptions Sold in Period. 		**********			88,580	100.0
)	DURATION OF SUBSCRIPTIONS SC	LD:				72	0.1
1	(a) One to six months (1 to 3 issues)		0 0 0 0 0 0 1 0 1 1 1 1 1 1 1 1 1 1 1 1	**********************	******************************	108	0.1
	ALL CALLES IN Alayers MORITIS (4 ID 3 IS	3003)				74,565	86.
	to Turkin months (6 ISSUES)	*** ****************************				7,786	9.1 4.1
	(d) Thirteen to twenty-lour momins	***************************************	· · ·		10101 0020 pa 1 7 1 022 4	4,049	
	(e) Twenty-five months and more Total Subscriptions Sold in Penod	***************************************		96 00 06 P4+24000P40	Bes er 6 Opt of 5 cs 6 cs	86,580	100.
	Total Subscriptions Sold in Penoc	,,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				
1	CHANNELS OF SUBSCRIPTION SA	LES:				86,420	99
J	CHANNELS OF SUBSCRIPTION SA (a) Ordered by mail and/or direct req	uest (may include direct m	iail, renewal mail, Inse	it cards, television and on	rect man agents, etc.)	00,420	•••
	the Codered through salespecial.			محمكمت		160	0
	Catalog agencies and individual Publisher's own and independ	al agents · includes institut	sales through both di	rect personal contact and	telemarketing efforts	••	
	2 Dublisher's Own and Independ	BUI 29162heobie - Iliviagos		-		None None	
	for consumer, trade and public 3. Members of schools, churches	fratemal and similar orga	nizations - includes for	ind raising programs direc	Ted to individuals	None	
	Members of schools, churches Association members	*************************			babe and 10 and 100 a base and 10 and 10 and 10 and	86,580	100
	(c) Association members	1	04 18 19 16 16 16 16 16 16 16 16 16 16 16 16 16	140.000	\$0.000 PERSON NAMED IN COLUMN NA	00,000	
7						88,580	100
L	USE OF PREMIUMS: (a) Ordered without premium		, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			None	
	(a) Ordered without premium(b) Ordered with material reprinted (c) Ordered with other premiums	rom this publication			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	None	
						86,580	10
	(c) Ordered with other premiums Total Subscriptions Sold in Perio	d		444444444444444444444444444444444444444			
	ADDITIONAL CIRCL	JLATION INFO	RMATION				
							%
	POST EXPIRATION COPIES INCL	JDED IN PAID CIRCULA	ION (PAR. I).		44	13,473	6.4
_	(a) Average number of copies servi	ed on subscriptions not mo	re than three months	after expiration, See Par.	11	13,779	•
	VARIANCE REPORT:						
ا:	Latest Released Audit Report Issue	t for 12 months ended Jul	ne 30, 1996				
	Faiszi Massaco voni uchou issoc)e					
	Variation from Publisher's Statemen	Na .	•.	Publisher's		Percentage	
	Audit Penod	Rate Base	Audit Report	Statements	Difference	of Difference	
	Ended	None Claimed	253,726	254,839	-1,113	-0.4	
	06-30-9 6 06-30-95	None Claimed None Claimed	167,560	•			

9. U.S. PAID CIRCULATION BY ABCD COUNTY SIZE

Magazines of less than 500,000 total average pald circulation not required to answer this paragraph.

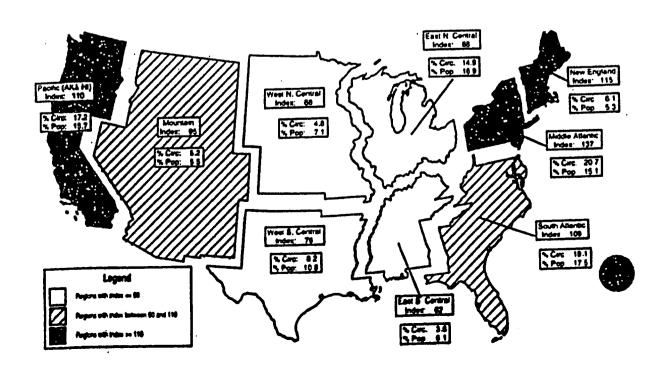
GEOGRAPHIC ANALYSIS OF TOTAL PAID CIRCULATION for the May/June, 1998 Issue

Paid circulation of this lessue was 1.8% less than the total average paid circulation.

	8	ingle Copy		% of Circ.
STATE	Bubs.	Bales	TOTAL	Unc.
	428	301	729	
Mahie	824	435	1,259	
New Hampshire	312	180	492	
Vermont	. 5,468	2,979	8,447	
Massachusetts	1,003	299	1,302	
Rhode Island	4,453	1,704	6,157	
Connecticul		864,8	18,386	6.1
HEW ENGLAND	12,488		• -	
New York	23,682	8,117	31,799	
	10,956	6,120	17,076	
New Jersey	9,337	4,563_	13,900	
Pennsylvania	43,975	18,800	62,775	20.7
MIDDLE ATLANTIC		3,584	10,171	
Ohio	6,607		4.219	
Indiana	3,004	1,215	17.173	
flinois	10,617	8,558	9.255	
Michigan	5,450	3,805		
Wisconsin	2,917	1,581	4,498	
EAST N. CENTRAL	28,595	16,721	45,316	14.9
	2.567	1.757	4,324	
Minnesota	1,127	630	1,757	
10M8	2.854	1.656	4.510	
Missouri	170	170	340	
North Dakota		150	349	
South Dakota	199	441	1,061	
Nebraska	620	798	2,195	
Kansas	1,397			W
WEST N. CENTRAL	8,934	5,602	14,536	4,5
	532	228	760	
Delaware	4,227	3,230	7,457	
Maryland	750	590	1,340	
District of Columbia	5,363	2,087	7,450	
Virginia	495	286	781	
V/est Varia	4,169	2,632	6.801	
North Carolina	1,674	918	2,592	
South Carolina	5,058	2,674	7,730	
Georgia	13,236	9,553	22,789	
Florida		22,198	57,700	19.1
SOUTH ATLANTIC	35,502	24,190	31,100	

STATE	Subs.	ingle Copy Sales	TOTAL	% of Circ.
Kentucky	1,465	805	2,270	
Tennessee	2,645	2 <i>,2</i> 39	4,884	
Alabama	1,369	2 <i>,2</i> 35	3,604	
Mississippi	703	180	883_	
EAST B. CENTRAL	6,182	5,459	11,641	3.8
Arkansas	767	421	1,188	
Louisiana	1,931	1,001	2.932	
Oldahoma	1.183	604	1,787	
Texas	11,537	7,365	18,902	
WEST S. CENTRAL	15,418	9,391	24,809	8.2
Montana	254	351	605	
Klaho	364	184	548	
Wyoming	140	80	220	
Colorado	2,779	1,884	4,663	
New Mexico	735	530	1,265	
Arizona	3,053	1,919	4,972	
Ulah	435	530	965	
Nevada	1,432	1,058	2,490	
MOUNTAIN	9,192	6,536	15,728	5.2
	329	209	538	
AlaskaWashington	3,829	2,112	5,941	
Oregon	2.027	1.347	3,374	
California	26,984	13,681	40,665	
Hawat	928	507	1,435	
PACIFIC	34,097	17,858	51,953	17.2
Miscelaneous				
UNITED STATES	194,383	108,461	302,844	100.0
U.S. Circ. Percent of				
Grand Total	. 630	991	1,821	V2.
	195,213	109,452	304,665	89:8
U.S. & POSS., etc.				4.7
Canada	. 3.515	12,544	16,059	5.2
International	. 6,153	11,478	17,641	3.2
Other Unclassified				
Military or Civilian				0.3
Personnel Overseas	792	·	792	
		133,474	339,157	

Index = Geographic Distribution of % Circulation + % Population



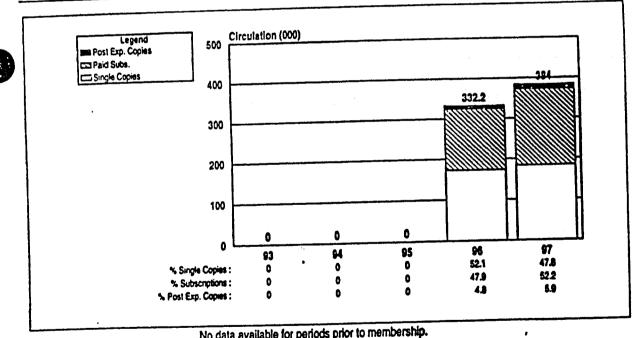
11. EXPLANATORY:

(a) Par. 3(a): Basic Prices: Subscriptions: U.S., 1 yr. (8 issues) \$19.95; 2 yrs. \$35.95; 3 yrs. \$48.95. Canada, 1 yr. \$25.95. International, 1 yr. \$48.00. (b) Par. 3(a): Basic Prices: Subscriptions: Included in Par. 3(a) are 3,451 subscriptions that were sold at 1 yr. for \$20,00 in exchange for the redemption of aidine Frequent Flyer Miles at the rate of 2¢ per mile, as provided for under an ABC Board of Directors' approved test program.

Post Expiration Copies - Under ABC Rules, copies served to paid subscribers may be reported as paid directation, provided the issues served are consecutive

within three months of expiration. ABC Publisher's Statement - This report has not been audited but has been compiled by the publisher in a format approved by ABC. An audit of the publisher's records will be issued by ABC reflecting differences, if any, from the Publisher's Statement.

FIVE YEAR ANNUAL TRENDS: Total average paid circulation as reported in June and December Publisher's Statements



No data available for periods prior to membership.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

CIGAR AFICIONADO, published by M. Shanken Communications, Inc., 387 Park Avenue South, New York, NY 10016

LAURA ZANDI

MARVIN R. SHANKEN

Vice President, Circulation & Signed, July 30, 1998

Publisher



900 N. Meacham Road Schaumburg, IL 60173-4968 (847) 605-0909 FAX: (847) 605-0483 URL http://www.accessabc.com

MAGAZINE PUBLISHER'S STATEMENT

For 6 months ended December 31, 1998

Subject to Audit

Exhibit G

Analyzed Paid Circulation

CIGAR AFICIONADO

NEW YORK, NEW YORK 10016

Field Served: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

AVERAGE PAID CIRCULATION

Total Average Paid Circulation:

321,709

Advertising Rate Base/Circulation Guarantee:

None Claimed

% Above/Below Rate Base (+/-)

17.082

Total Average Non-Analyzed Non-Paid Circulation:

. . . .

Subscriptions: Individual

201,324 62.6

Single Copy Sales:

120,385

37.4

le Copy Sales:

100.0

% of Total

AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions

None

2. PAID CIRCULATION by Issues

Issu e	Subscriptions S	Single Copy Sales	Total Paid	Issue	•	Single Copy Sales		
July/Aug.	200,115	117,557	317,672	Nov./Dec.	205,078	128,538	333,616	
Sent/Oct.	198, 779	115,061	313,840					

CIGAR AFICIONADO

ANALYSIS OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS

	Gross subscriptions sold during 6 month period ended December 31, 1998		%
1	AUTHORIZED PRICES: (a) Basic Prices: Single Copy: \$4.95.	88,130 351	91.0 0.4 8.6

AUTHORIZED PRICES: (a) Basic Prices: Single Copy: \$4.95. Subscriptions: See Par. 11(a). (b) Higher than basic prices: 4 issues \$16.95. (c) Lower than basic prices: 1 yr. \$10.00. (d) Association subscription prices: Total Subscriptions Sold in Period	88,130 351 8,381 None 96,862	91.0 0.4 8.6 100.0
DURATION OF SUBSCRIPTIONS SOLD: (a) One to six months (1 to 3 issues)	46 119 81,418	0.1 0.1 84.1

0.1 4. Seven to eleven months (4 to 5 issues)..... 84.1 9.6 9,340 (b) Twelve months (6 issues).... 6.1 5,939 100.0

(d) Thirteen to twenty-four months (e) Twenty-five months and more 96,862 Total Subscriptions Sold in Period..... 96,564

(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television and direct mail agents, etc.) 99.7 CHANNELS OF SUBSCRIPTION SALES: 0.3 298 1. Catalog agencies and individual agents - includes institutional and library subscriptions ... 2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts (b) Ordered through salespeople: None None

3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals None 96,862 (c) Association members . Total Subscriptions Sold in Period.....

	Total Subscriptions Sold in Period		
	TO MINIS	96,862	100.0
6.	USE OF PREMIUMS:	None	
سنت	USE OF PREMIUMS: (a) Ordered without premium. (b) Ordered with material reprinted from this publication.	None	
	(b) Ordered with material reprinted from this population	96,862	100.0
	(a) Ordered without premium. (b) Ordered with material reprinted from this publication. (c) Ordered with other premiums.		

100.0

Total Subscriptions Sold in Period ADDITIONAL CIRCULATION INFORMATION

% POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1): 6.0 12,148 (a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11

VARIANCE REPORT: 8.

3.

Latest Released Audit Report Issued for 12 months ended June 30, 1997

Variation from Publisher's Statements

m Publisher's Statement	is		Publisher's		Percentage of Difference
Audit Period Ended 06-30-97 06-30-96 06-30-95	Rate Base None Claimed None Claimed None Claimed	Audit Report 374,636 253,726 167,560	Statements 386,142 254,839	Difference -11,506 -1,113	-3.0 -0.4

^{*}Initial Audit for 6 months ended June 30, 1995 - Publisher's Statement not required for this period.

NOTE BY AUDIT BUREAU OF CIRCULATIONS

In accordance with Chapter B 3.8(d) of the Bureau Rules, the following is repeated from the Audit Report for the 12 months ended June 30, 1997: "The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 11,506 copies per issue deduction."

U.S. PAID CIRCULATION BY ABCD COUNTY SIZE

Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

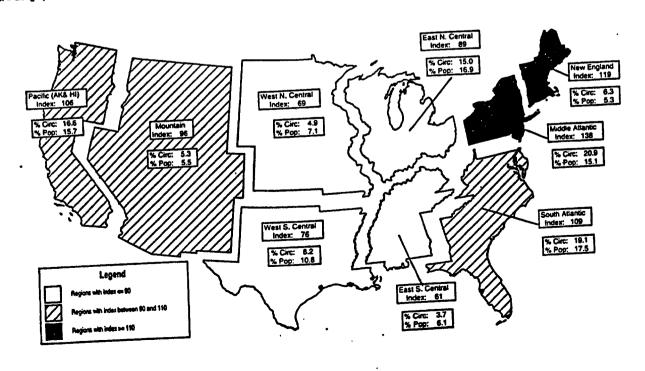
GEOGRAPHIC ANALYSIS OF TOTAL PAID CIRCULATION for the November/December, 1998 Issue

Paid circulation of this issue was 3.7% greater than the total average paid circulation.

07 LTE	Subs.	Single Copy Sales	TOTAL	% of Circ.
STATE		334	765	
Maine	431	477	1,349	
New Hampshire	872	169	491	
Vermont	322	3.006	8,436	
Massachusetts	5,430	293	1,263	
Rhode Island	970	1.756	6,265	
Connecticut	4,509	1	18,569	6.3
NEW ENGLAND	12,534	6,035	•	
•	24,784	7,190	31,974	
New York	11.023	5,613	16,636	
New Jersey	9,462	4,057	13,519	
Pennsylvania		16,860	62,129	20.9
MIDDLE ATLANTIC	45,269	•	10,789	
	6,814	3,975	4,373	
Ohio	3,125	1,248	15,307	
Indiana	10,802	4,505		
Illinois	5.510	3,882	9,392	
Michigan	2,998	1,540	4,538	450
Wisconsin	29,249	15,150	44,399	15.0
EAST N. CENTRAL	•		3,863	
Minnesota	2,478	1,405 940	2,054	
Milliesors	1,114		4,705	
Missouri	3,020		324	
North Dakota	166		349	
South Dakota	204		1,146	
Nebraska	644		2,157	
Kansas	1,428			4.9
Kansas	9,054	5,564	14,618	
WEST N. CENTRAL	57	000	833	
Delaware	4,37		7,651	
Maryland	73	, ,,,,,	1,123	
District of Columbia	e 00		7,849	
Virginia	40	- 076	763	
West Virginia	4 00		6,892	
North Carolina	4.00	-	3 2,538	
South Carolina			2 7,392	
Georgia	12,74			
Florida	, 16,7	24.40		19.1
SOUTH ATLANTIC	35,6	la 51113	,	

STATE	Si Subs.	ngle Copy Sales	TOTAL	% of Circ.
	1,449	675	2,124	
Kentucky	2,614	1,943	4,557	
Tennessee	1,377	2,024	3,401	
Alabama	692	172	864	
Mississippi	6,132	4,814	10,946	3.7
EAST S. CENTRAL		354	1.088	
Arkansas	734	883	2,743	
I ouisiana	1,860	530	1.733	
Oklahoma	1,203 11,326	7,447	18,773	
Toyas		9,214	24.337	8.2
WEST S. CENTRAL	15,123		611	
Montana	258	353	541	
Idaho	377	164	226	
Wyoming	146	80	4,445	
Colorado	2,644	1,801 464	1.204	
New Mexico	740	1.922	4,903	
Arizona	2,981	486	951	
l Itah	465	1,237	2,689	
Nevada	1,452	6,507	15,570	5.3
MOUNTAIN	9,063		515	
Alaska	324	191	5,660	
Washington	3,777	1,883	3,582	
Oregon	1,957	1,625 12,456	37.814	
California	25,358	12,430 551	1,528	
Hawaii	977		49,099	16.6
PACIFIC	32,393	16,706	40,000	
Miscellaneous	ì			
U.S. Unclassified	194,436	101,981	296,417	100.0
UNITED STATES	154,400			
U.S. Circ. Percent of				88.8
Grand Total	. 782	492	1,274	0.4
Poss. & Other Areas				89.2
U.S. & POSS., etc.	195,218	•		
	3,316	13,136	16,452	•.
CanadaInternational			18,383	3.3
Other Unclassified	-,			
Other Unclassified				n 0.4
Military or Civilian Personnel Overseas	710			
GRAND TOTAL	205,07	8 128,53	B 333,61	6 100.0

Index = Geographic Distribution of % Circulation + % Population



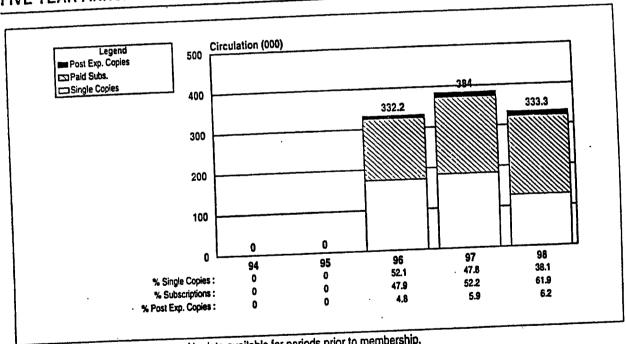
11. EXPLANATORY:

(a) Par. 3(a): Basic Prices: Subscriptions: U.S., 1 yr. (6 issues) \$19.95; 2 yrs. \$35.95; 3 yrs. \$48.95. Canada, 1 yr. \$25.95. International, 1 yr. \$48.00. Included in Par. 3(a) are 11,634 subscriptions that were sold at 1 yr. for \$20.00 in exchange for the redemption of airline Frequent Flyer Miles at the rate of 2c per mile, as provided for under an ABC Board of Directors' approved test program.

Post Expiration Copies - Under ABC Rules, copies served to paid subscribers may be reported as paid circulation, provided the issues served are consecutive

ABC Publisher's Statement - This report has not been audited but has been compiled by the publisher in a format approved by ABC. An audit of the publisher's records will be issued by ABC reflecting differences, if any, from the Publisher's Statement.

FIVE YEAR ANNUAL TRENDS: Total average paid circulation as reported in June and December Publisher's Statements



No data available for periods prior to membership.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

CIGAR AFICIONADO, published by M. Shanken Communications, Inc., 387 Park Avenue South, New York, NY 10016

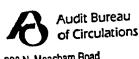
LAURA ZANDI

MARVIN R. SHANKEN

Vice President, Circulation

Publisher

Date Signed, February 18, 1999



900 N. Meacham Road Schaumburg, IL 60173-4968 (947) 605-0909 (847) 605-0483

MAGAZINE PUBLISHER'S STATEMENT

For 6 months ended June 30, 1999

Exhibit H

Subject to Audit

_.,L http://www.accessabc.com **Analyzed Paid Circulation**

CIGAR AFICIONADO

NEW YORK, NEW YORK 10016

Field Served: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

AVERAGE PAID CIRCULATION

Total Average Paid Circulation:

301,602

Advertising Rate Base/Circulation Guarantee:

None Claimed

% Above/Below Rate Base (+/-) Total Average Non-Analyzed Non-Paid Circulation:

14,379

197,214

Subscriptions: Individual

65.4

Single Copy Sales:

104,388

34.6 100.0

% of Total

AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions

None

PAID CIRCULATION by Issues

_						a . !-!!-aa	Single Copy Sales	Total Paid	
	Issue Jan./Feb. Mar./Apr.	Subscriptions 204,879 196,402	Single Copy Sales 106,125 91,225	Total Paid 311,004 287,627	issue May/June	Subscriptions 190,361	115,813	306,174	

CIGAR AFICIONADO

(14 during 5 month period ended June 30, 1999		
	cross subscriptions sold during 6 month period ended June 30, 1999		%
	NUTHORIZED PRICES:		
	a) Basic Prices: Single Copy: \$4.95. Subscriptions: See Par. 11(a)	90,010 None	91.1
	a) Basic Prices: Single Copy 14-33-35 Subscriptions: See Par. 11(a)	8.827	8.9
	Subscriptions: See Par. 1(4) b) Higher than basic prices: 1 yr. \$10.00	None	
	b) Higher than basic prices: 1 yr. \$10.00	98.837	100.0
	d) Association subscription prices:	00,00	
		554	0.6
	DURATION OF SUBSCRIPTIONS SOLD: (a) One to six months (1 to 3 issues)	394	0.4
	a Course to elevan manife (a to a labela)	85,850	86.9
	4.1 T. al. a manife (6. ISSIPS)	7,730	7.8
	(c) Twelve months (6 issues)	4,309	4.3
	(c) Thirteen to twenty-four months	98,837	100.0
	(e) Twenty-five months and more		
1	CHANNELS OF SUBSCRIPTION SALES:	98.707	99.9
1	Ordered by mail and/or direct request (may include direct mail, renewar mail, insert cards, television).	001.0.	
		130	0.1
	Catalog agencies and individual agents - includes institutional and library subscriptions Catalog agencies and individual agents - includes institutional and library subscriptions Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts	None	
	A D. Lishas's AND 200 INDEDENCE Adject propie Adject propi	None	
	for consumer, trade and public place subscriptions	None	
		98,837	100.
	(c) Association members	,	
7		98,837	100.
J	USE OF PREMIUMS: (a) Ordered without premium	None	
	(a) Ordered without premium (b) Ordered with material reprinted from this publication	None	
	(b) Ordered with material reprinted from this publication	98.837	100
	(c) Ordered with other premiums		
	ADDITIONAL CIRCULATION INFORMATION		%
	THE PARTY CITICAL ATION (PARTY)	15,480	7.8
_	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (FIGURE)		
<u>-</u>	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1): (a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11		
_	(a) Average number of copies served on subscriptions not more than three months after expiration, See Fat. 11		
_	(a) Average number of copies served on subscriptions not more than three months after expiration, See Fat. 11		
_	(a) Average number of copies served on subscriptions not more than three months after expiration, See Fat. 17 VARIANCE REPORT: Latest Released Audit Report Issued for 12 months ended June 30, 1997		
_	(a) Average number of copies served on subscriptions not more than three months after expiration, See Fat. 11 VARIANCE REPORT: Latest Released Audit Report Issued for 12 months ended June 30, 1997 Acriation from Publisher's Statements	. Percentage	
_	(a) Average number of copies served on subscriptions not more than three months after expiration, See Fat. 17 VARIANCE REPORT: Latest Released Audit Report Issued for 12 months ended June 30, 1997 Variation from Publisher's Statements Audit Period Publisher's Statements Difference	of Difference	
8.	(a) Average number of copies served on subscriptions not more than three months after expiration, See Fat. 17 VARIANCE REPORT: Latest Released Audit Report Issued for 12 months ended June 30, 1997 Variation from Publisher's Statements Publisher's		

^{*}Initial Audit for 6 months ended June 30, 1995 - Publisher's Statement not required for this period.

NOTE BY AUDIT BUREAU OF CIRCULATIONS

In accordance with Chapter B 3.8(d) of the Bureau Rules, the following is repeated from the Audit Report for the 12 months ended June 30, 1997:

"The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 11,506 copies per issue deduction."

U.S. PAID CIRCULATION BY ABCD COUNTY SIZE

9.

Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

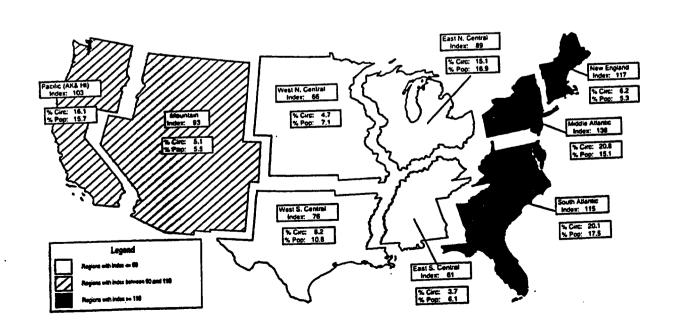
GEOGRAPHIC ANALYSIS OF TOTAL PAID CIRCULATION for the May/June, 1999 Issue

Paid circulation of this issue was 1.5% greater than the total average paid circulation.

	s	ingle Copy	TOTAL	% of Circ.
STATE	Subs.	Sales	TOTAL	
	444	280	724	
Maine	841	449	1,290	
New Hampshire	309	110	419	
Vermoni	5.041	2.157	7.198	•
Massachusetts	863	345	1,208	
Rhode Island		1,500	5,726	
Connecticut	4,226		16,565	6.2
NEW ENGLAND	11,724	4,841		V.=
-	23,586	7,094	30,680	
New York	10,316	3,436	13,752	
New Jersey	8,632	3,004	11,636	
Pennsylvania	42,534	13,534	56,068	20.8
MIDDLE ATLANTIC	•	3,481	10,056	
Ohio	6,575	1.481	4.399	
Indiana	2,918	3,635	13,448	
Illinois	9,813	3,570	8,827	
Michigan	5,257	1,307	3,986	
Wisconsin	2,679			15.1
EAST N. CENTRAL	27,242	13,474	40,716	13.1
Minnesota	2.251	1,072	3,323	
Minnesola	1.075	515	1,590	
lowa	2,814	1,144	3,958	
Missouri	165	120	285	
North Dakota	180	116	296	
South Dakota	591	590	1,181	
Nebraska	1,281	679	1,960	
Kansas	8,357	4,236	12,593	4.7
WEST N. CENTRAL	•	•	791	
Delaware	521	270	5,993	
Maryland	4,174	1,819	1.805	
District of Columbia	669	1,136		
Virginia	5,581	2,730	8,311	
West Virginia	451	235	686	
North Carolina	3,980	2,339	6,319	
South Carolina	1,448	888	2,336	
Georgia	4,795	2,446	7,241	
Florida	12,093	8,751	20,844	
SOUTH ATLANTIC	33,712	20,614	54,326	20.

STATE	Subs.	ingle Copy Sales	TOTAL	% of Circ.
Kentucky	1,362	729	2,091	
Tennessee	2,404	1,683	4,087	
Alabama	1,309	1,568	2,877	
Mississippi	661	302	963	
EAST S. CENTRAL	5,736	4,282	10,018	3.7
Arkansas	708	374	1,082	
Louisiana	1,669	742	2,411	•
Oklahoma	1,115	444	1,559	
Texas	10,342	6,633	16,975	
WEST S. CENTRAL	13,834	8,193	22,027	8.2
Montana	222	162	384	
Idaho	372	148	520	
Wyoming	145	117	262	
Colorado	2,447	1,506	3,953	
New Mexico	683	322	1,005 4,493	
Arizona	2,752	1,741	745	
Utah	420	325	2,460	
Nevada	1,404	1,056		5.1
MOUNTAIN	8,445	5,377	13,822 460	3.1
Alaska	295	165	5.872	
Washington	3,489	2,383	2.869	
Oregon	1,830	1,039	32,900	
California	22,328	10,572 498	1,393	
Hawaii	895		43,494	16.1
PACIFIC	28,837	14,657	43,434	
Miscellaneous				
J.S. Unclassified	100 401	89,208	269,629	100.0
UNITED STATES	180,421	03,200	200,000	
U.S. Circ. Percent of				88.1
Grand Total	752	1,642	2,394	0.8
Poss. & Other Areas			272,023	88.9
U.S. & POSS., etc.	181,173	90,850	- •	4.9
Canada	2,906	12,048	14,954	4.9 5.9
International	5,620	12,430	18,050	3.3
Other Unclassified				
Military or Civilian			4 4 4 7	0.3
Personnel Overseas	662	485	1,147	
GRAND TOTAL	190,361	115,813	306,174	100.0
ALIUMA LATUR	•			

Index = Geographic Distribution of % Circulation + % Population



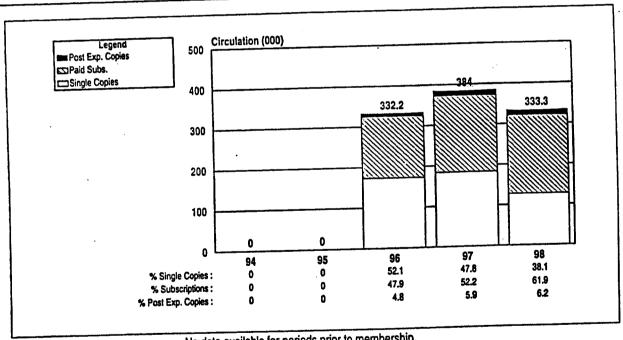
EXPLANATORY:

(a) Par. 3(a): Basic Prices: Subscriptions: U.S., 1 yr. (6 issues) \$19.95; 2 yrs. \$35.95; 3 yrs. \$48.95. Canada, 1 yr. \$25.95. International, 1 yr. \$48.00. Included in Par. 3(a) are 9,632 subscriptions that were sold at 1 yr. for \$20.00 in exchange for the redemption of airline Frequent Flyer Miles at the rate of 2c per mile.

Post Expiration Copies - Under ABC Rules, copies served to paid subscribers may be reported as paid circulation, provided the issues served are consecutive

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No data available for periods prior to membership.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

CIGAR AFICIONADO, published by M. Shanken Communications, Inc., 387 Park Avenue South, New York, NY 10016

LAURA ZANDI

MARVIN R. SHANKEN

Vice President, Circulation

Publisher

Date Signed, July 29, 1999



900 N. Meacham Road Schaumburg, IL 60173-4968 (847) 605-0909 X: (847) 605-0483 AL http://www.accessabc.com

MAGAZINE PUBLISHER'S STATEMENT

For 6 months ended December 31, 1999

Subject to Audit

Exhibit I

CIGAR AFICIONADO

NEW YORK, NEW YORK 10016

Field Served: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

AVERAGE PAID CIRCULATION 291,139 Total Average Paid Circulation: None Claimed Paid Advertising Rate Base/Circulation Guarantee: % Above/Below Rate Base (+/-) % of Total 63.6 185,166 Subscriptions: Individual 36.4 105,973 Single Copy Sales: 100.0 291.139 **Total Paid Circulation** This publication does not report analyzed non-paid circulation. AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions None AVERAGE NON-ANALYZED NON-PAID CIRCULATION 10.044

Average non-analyzed non-paid circulation

Average non-analyzed non-paid circulation - Under ABC Rules, copies which were distributed but did not meet ABC rules for inclusion in paid (i.e. complimentary copies, staff and advertising copies and copies served on credit where no payment was ever received) are reported in this paragraph.

PAID CIRCULATION by Issues

Issue	Subscriptions	Single Copy Sales	Total Paid
July/Aug.	182,433	108,693	291,126
Sept./Oct.	182,239	94,786	277,025
Nov/Dec.	190,825	114,440	305,265

CONTRACT CHIPPINE SHIP CO ANALYSIS OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Gross subscriptions sold for inclusion in paid circulation, during 6 month period ended December 31, 1999 **AUTHORIZED PRICES:** 99.1 (a) Basic Prices: Single Copy: \$4.95. 65,875 Subscriptions: See Par. 11(a) None 0.9 604 (b) Higher than basic prices: .. (c) Lower than basic prices: 1 yr. \$10.00..... None (d) Association subscription prices:... 100.0 66,479 Total Subscriptions Sold in Period...... DURATION OF SUBSCRIPTIONS SOLD: 0.1 86 0.3 (a) One to six months (1 to 3 issues)... 163 Seven to eleven months (4 to 5 issues)..... 84.6 56,238 9.9 Twelve months (6 issues)... 6,595 Thirteen to twenty-four months 5.1 3,397 (e) Twenty-five months and more 100.0 66,479 Total Subscriptions Sold in Period...... CHANNELS OF SUBSCRIPTION SALES: (a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television and direct mail agents, etc.) 998 66,363 0.2 (b) Ordered through salespeople: Catalog agencies and individual agents - includes institutional and library subscriptions...... 116 2. Publisher's own and independent salespeople - includes sales through both direct personal contact and telemarketing efforts None 3. Members of schools, churches, fraternal and similar organizations - includes fund raising programs directed to individuals for consumer, trade and public place subscriptions None None 100.0 66,479 Total Subscriptions Sold in Period..... USE OF PREMIUMS: 66,479 100.0 None (a) Ordered without premium..... (b) Ordered with material reprinted from this publication None (c) Ordered with other premiums.... 100.0 66,479 Total Subscriptions Sold in Period..... ADDITIONAL CIRCULATION INFORMATION POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1): (a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11

B. ANALYSIS OF ANALYZED NON-PAID CIRCULATION

This publication does not report analyzed non-paid circulation.

9. U.S. PAID CIRCULATION BY ABCD COUNTY SIZE

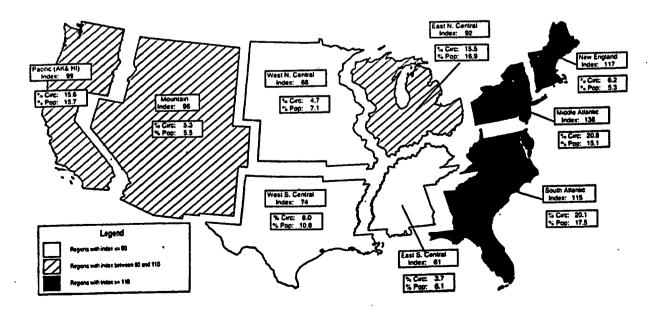
Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

GEOGRAPHIC ANALYSIS OF PAID CIRCULATION for the November/December, 1999 Issue

Paid circulation of this issue was 4.9% greater than the total average paid circulation.

STATE	SUB- SCRIPTIONS	SINGLE COPY SALES	TOTAL	% OF CIRC.	STATE	SUB- SCRIPTIONS	SINGLE COPY SALES	TOTAL	% OF CIRC.
	432	254	686		Kentucky	1,374	893	2.267	
Maine	855	496	1,351		Tennessee	2,444	1,491	3,935	
New Hampshire	286	128	414		Alabama	1,345	1,599	2,944	
Vermont		2,243	7.407		Mississippi	671	237	908	
Massachusetts	5,164	308	1,175		EAST S. CENTRAL	5,834	4,220	10,054	3.7
Rhode Island	867	1,557	5,754			724	339	1,063	
Connecticut	4,197				- Arkansas	1,576	671	2.247	
NEW ENGLAND	11,801	4,986	16,787	6.2	Louisiana		471	1.601	
New York	23,610	7,255	30,865		Oklahoma	1,130		16.877	•
	40 570	3,312	13,891		Texas	10,358	6,519		
New Jersey	0.700	3,155	11,855		_ WEST S. CENTRAL	13,788	8,000	21,788	8.0
Pennsylvania			56,611	20.9	Montana	211	153	364	
MIDDLE ATLANTIC	42,889	13,722		20.0	Idaho	382	185	567	
Ohio	. 6,788	4,017	10,805		Wyoming	147	125	272	
Indiana	. 2,980	1,459	4,439			0.543	1,462	3,979	
Illinois	. 9,693	4,499	14,192		Colorado	681	406	1.087	
Michigan	. 5,433	3,118	8,551			2,805	1,801	4,606	
Wisconsin		1,500	4,191		_ Arizona	454	454	908	
	27,585	14,593	42,178	15.5	Utah	4 000	1,264	2,626	
EAST N. CENTRAL	0.000	1,169	3,457		Nevada				
Minnesota	. 2,288	477	1.539		MOUNTAIN	8,559	5,850	14,409	5.3
lowa	1,062	1,238	4,081		Alaska	279	174	453	
Missouri	. 2,843	130	277		Washington		1,950	5,571	
North Dakota			314		Oregon		1,419	3,277	
South Dakota	188	126	1,011		California		9,830	31,598	
Nebraska	. 587	424	2,030		Hawaii		531	1,341	
Kansas	1,282	748					13,904	42,240	15.6
WEST N. CENTRAL	8,397	4,312	12,709	4.7	PACIFIC	28,336	13,304	42,240	10.0
	-74	271	847		U.S. Unclassified	·			
Delaware		1.624	5.874		UNITED STATES	181,384	89,883	271,267	100.0
Maryland		625	1.297		U.S. Circ. Percent of	,	- •		
District of Columbia	C C14	3,151	8,765						88.9
Virginia	446	261	707		Grand Total		1,228	1,901	0.6
West Virginia	4 004	2,577	6,708		Poss. & Other Areas	· ———			
North Carolina	4 600	775	2,298		U.S. & POSS., etc.	182,057	91,111	273,168	89.5
South Carolina	4.005	2,825	7,730		Canada	. 2,685	10,777	13,462	4.4
Georgia	46 475	8.087	20,265		International		12,124	17,600	5.8
Florida				20.4	Other Unclassified		•		
SOUTH ATLANTIC	34,195	20,296	54,491	20.1	Military or Civilian	-			
230					Personnel Overseas	. 607	428	1.035	0.3
									100.0
					GRAND TOTAL	190,825	114,440	305,265	100.0

index = Geographic Distribution of % Circulation + % Population



Page 3 of 4

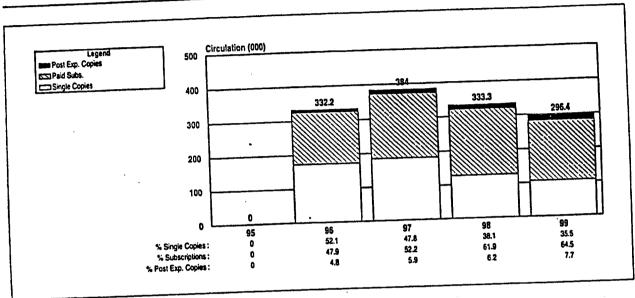
11.

Post Expiration Copies - Under ABC Rules, copies served to paid subscribers may be reported as paid circulation, provided the issues served are consecutive within

ABC Publisher's Statement - This report has not been audited but has been compiled by the publisher in a format approved by ABC. An audit of the publisher's records will be issued by ABC reflecting differences, if any, from the Publisher's Statement.

(a) Par. 3(a): Basic Prices: Subscriptions: U.S., 1 yr. (6 issues) \$19.95; 2 yrs. \$35.95; 3 yrs. \$48.95. Canada, 1 yr. \$25.95. International, 1 yr. \$48.00. Included in Par. 3(a) are 9,786 subscriptions that were sold at 1 yr. for \$20.00 in exchange for the redemption of airline Frequent Flyer Miles at the rate of 2c per mile.

FIVE YEAR ANNUAL TRENDS: Total average paid circulation as reported in June and December Publisher's Statements 12.



No data available for periods prior to membership.

VARIANCE REPORT:

Latest Released Audit Report Issued for 12 months ended June 30, 1998

Variation from Publisher's Statements

iation from Publisher's Statements			Publisher's		Percentage
Audit Period Ended 06-30-98 06-30-97 06-30-96 06-30-95	Rate Base (Paid) None Claimed None Claimed None Claimed None Claimed	Audit Report (Paid) 353,587 374,636 253,726 167,560	Statements (Paid) 358,926 386,142 254,839	Difference (Paid) -5,339 -11,506 -1,113	of Difference (Paid) -1.5 -3.0 -0.4

*Initial Audit for 6 months ended June 30, 1995 - Publisher's Statement not required for this period.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

CIGAR AFICIONADO, published by M. Shanken Communications, Inc., 387 Park Avenue South, New York, NY 10016. Telephone: 212-684-4224

LAURA ZANDI

MARVIN R. SHANKEN

Vice President, Circulation

Publisher

Date Signed, February 17, 2000

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900 N. Meacham Road Schaumburg, IL 60173-4968 17) 605-0909 X: (847) 605-0483 URL http://www.accessabc.com

MAGAZINE PUBLISHER'S STATEMENT

For 6 months ended June 30, 2000

Exhibit J

Subject to Audit

CIGAR AFICIONADO

NEW YORK, NEW YORK 10016

Field Served: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

AVERAGE PAID CIRCULATION

Total Average Paid Circulation:

280,023

Paid Advertising Rate Base/Circulation Guarantee:

None Claimed

% Above/Below Rate Base (+/-)

% of Total

Subscriptions: Individual, See Par. 14(a)

64.7 181,085 35.3 98,938 100.0

Single Copy Sales: Total Paid Circulation 280,023

This publication does not report analyzed non-paid circulation.

AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions

None

AVERAGE NON-ANALYZED NON-PAID CIRCULATION 1c.

Average non-analyzed non-paid circulation

18,147

Average non-analyzed non-paid circulation - Under ABC Rules, copies which were distributed but did not meet ABC rules for inclusion in paid (i.e. complimentary copies, staff and advertising copies and copies served on credit where no payment was ever received) are reported in this paragraph.

PAID CIRCULATION by Issues

Issue	Subscriptions	Single Copy Sales	Total Paid
Jan/Feb.	173,176	104,021	277,197
Mar./Apr.	186,374	99,867	286,241
May/June	183,704	92,927	276,631

ANALYSIS OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS

75,977 None 1,736 None 77,713 4,028 58 64,226 6,388 3,013 77,713 77,628 85 None None	% 97.8 2.2 100.0 5.2 0.1 82.6 8.2 3.9 100.0 99.9 0.1
None 1,736 None 77,713 4,028 58 64,226 6,388 3,013 77,713 77,628 85 None None	2.2 100.0 5.2 0.1 82.6 8.2 3.9 100.0
None 1,736 None 77,713 4,028 58 64,226 6,388 3,013 77,713 77,628 85 None None	2.2 100.0 5.2 0.1 82.6 8.2 3.9 100.0
1,736 None 77,713 4,028 58 64,226 6,388 3,013 77,713 77,628 85 None None	5.2 0.1 82.6 8.2 3.9 100.0
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None	
77,713	100.0
77,713	100.0
None	
77,713	100.0
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	%
	12.058 6.7
	None None 77,713

This publication does not report analyzed non-paid circulation.

U.S. PAID CIRCULATION BY ABCD COUNTY SIZE 9.

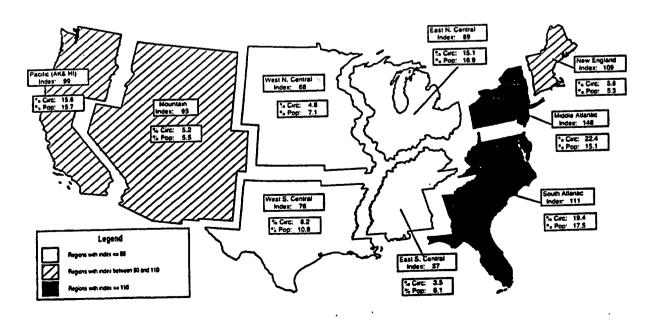
Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

GEOGRAPHIC ANALYSIS OF PAID CIRCULATION for the May/June, 2000 Issue

Paid circulation of this issue was 1.2% less than the total average paid circulation.

STATE	SUB- SCRIPTIONS	SINGLE COPY SALES	TOTAL	% OF CIRC.	STATE	SUB- SCRIPTIONS	SINGLE COPY SALES	TOTAL	% OF CIRC.
	322	189	511		Kentucky	1,282	802	2,084 3,419	
Maine	322 745	343	1,088		Tennessee	2.249	1,170		
New Hampshire		94	324		Alabama	1,259	1,079	2.338	
Vermont	230	2.013	6,689		Mississippi	617	145	762	
Massachusetts	4,676		997		EAST S. CENTRAL	5,407	3,196	8,603	3.5
Rhode Island	810	187	4.749			678	237	915	
Connecticut	3,755	994			- Arkansas		558	2,144	
NEW ENGLAND	10,538	3,820	14,358	5.8	Louisiana	1,586 1,066	372	1,438	
		5,121	31,199		Oklahoma	10,250	5.320	15,570	
New York	0.750	3,502	13,252		Texas				
New Jersey	7040	2,871	10,720		_ WEST S. CENTRAL	13,580	6,487	20,067	8.2
Pennsylvania				22.4		194	229	423	
MIDDLE ATLANTIC	43,677	11,494	55,171	22.4	Montana	340	114	454	
Ohio	6,191	2,797	8,988		Idaho	125	61	186	
Indiana	0.704	822	3,606		Wyoming	0.000	1,013	3,603	
W. C.	0.460	4,006	13,166		Colorado		248	872	
Illinois	e 000	2,443	7,799		New Mexico	0740	1.437	4.183	
Michigan		1.122	3,736		_ Arizona		412	887	
Wisconsin	·		37,295	15.1	Utah	475		2.232	
EAST N. CENTRAL	26,105	11,190		13.1	Nevada	1,321	911		
Minnesota	. 2,234	901	3,135		MOUNTAIN	8,415	4,425	12,840	5.2
lowa Swol		513	1,519		•	005	145	350	
Missouri		1,042	3,861		Alaska		2,120	5.597	
North Dakota	400	84	222		Washington	1.000	535	2.228	
South Dakota	4.04	114	275		Oregon		7,984	29,124	
		388	987		California		470	1.096	
Nebraska	1 101	555	1,746		Hawaii	. 626			45.0
Kansas			11,745	4.8	PACIFIC	27,141	11,254	38,395	15.6
WEST N. CENTRAL	8,148	3,597		7.0	U.S. Unclassified				
Delaware	510	187	697				71,100	246,149	100.0
Maryland	3,880	794	4,674		UN' TED STATES	175,049	71,100	240,140	,,,,,,
District of Columbia	680	1,358	2,038		U.S. Circ. Percent of				89.0
Virginia	4,911	1,668	6,579		Grand Total				0.3
West Virginia	399	202	601		Poss, & Other Areas		294	878	
North Carolina		2,327	5,997			175,633	71,394	247,027	89.3
South Carolina		445	1,955		U.S. & POSS., etc.		8,663	11,034	4.0
Georgia	4.040	2,887	7,505		Canada		12,334	17,526	6.3
Florida	44 000	5.769	17,629		International		12,334	11,020	3.0
		15,637	47,675	19,4	Other Unclassified				
SOUTH ATLANTIC	32,038	10,037	71,010	.3.4	Military or Civilian			4044	0.4
					Personnel Overseas	508	536	1,044	
						183,704	92,927	276,631	100.0
		•			GRAND TOTAL	100,104	22,00.	•,•	•

Index = Geographic Distribution of % Circulation + % Population



Page 3 of 4

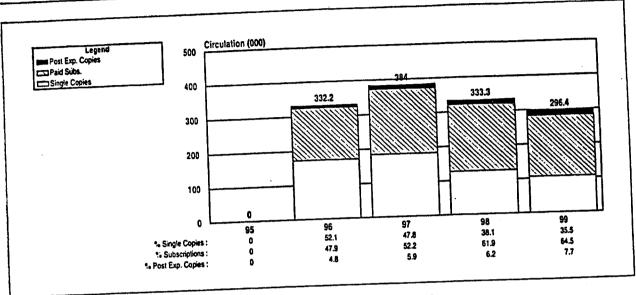
11.

Post Expiration Copies - Under ABC Rules, copies served to paid subscribers may be reported as paid circulation, provided the issues served are consecutive within

ABC Publisher's Statement - This report has not been audited but has been compiled by the publisher in a format approved by ABC. An audit of the publisher's records will be issued by ABC reflecting differences, if any, from the Publisher's Statement.

(a) Par. 3(a): Basic Prices: Subscriptions: U.S., 1 yr. (6 issues) \$19.95; 2 yrs. \$35.95; 3 yrs. \$48.95. Canada, 1 yr. \$25.95. International, 1 yr. \$48.00. Included in Par. 3(a) are 6,520 subscriptions that were sold at 1 yr. for \$20.00 in exchange for the redemption of airline Frequent Flyer Miles at the rate of 2c per mile.

FIVE YEAR ANNUAL TRENDS: Total average paid circulation as reported in June and December Publisher's Statements



No data available for periods prior to membership.

VARIANCE REPORT: 13.

Latest Released Audit Report Issued for 12 months ended June 30, 1998

Variation from Publisher's Statements

ation from Publisher	's Statements		Publisher's		Percentage
Audit Period Ended 06-30-98 06-30-97 06-30-96 06-30-95	Rate Base (Paid) None Claimed None Claimed None Claimed None Claimed	Audit Report (Paid) 353,587 374,636 253,726 167,560	Statements (Paid) 358,926 386,142 254,839	Difference (Paid) -5,339 -11,506 -1,113	of Difference (Paid) -1.5 -3.0 -0.4

*Initial Audit for 6 months ended June 30, 1995 - Publisher's Statement not required for this period.

PUBLIC PLACE/SPONSORED SALES EXPLANATORY:

Public Place/Sponsored Sales Subscriptions/Single Issue Sales - are copies sold to a single purchaser in quantities of 11 or more and paid for at a qualifying price. (a) Par. 1: Included in individual subscriptions is an average of 10,735 copies per issue which were sold in quantities of 20 to 3,500 at basic prices or lower than basic prices. Copies were mailed in bulk to Airlines for redistribution.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

CIGAR AFICIONADO, published by M. Shanken Communications, Inc., 387 Park Avenue South, New York, NY 10016. Telephone: 212-684-4224

LAURA ZANDI

MARVIN R. SHANKEN

Vice President, Circulation

Publisher

Date Signed, August 18, 2000

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900 N. Meacham Road Schaumburg, IL 60173-4968 147) 605-0909 AX: (847) 605-0483 URL http://www.accessabc.com

MAGAZINE PUBLISHER'S STATEMENT

For 6 months ended December 31, 2000

Subject to Audit

Exhibit K

CIGAR AFICIONADO

NEW YORK, NEW YORK 10016

Field Served: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

AVERAGE PAID CIRCULATION

Total Average Paid Circulation:

271,045

Paid Advertising Rate Base/Circulation Guarantee:

None Claimed

% Above/Below Rate Base (+/-)

% of Total

Subscriptions: Individual, See Par. 14(a)

67.1 181,850 32.9 89,195

Single Copy Sales: **Total Paid Circulation**

271,045

100.0

This publication does not report analyzed non-paid circulation.

AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions

None

AVERAGE NON-ANALYZED NON-PAID CIRCULATION

Average non-analyzed non-paid circulation

12,108

Average non-analyzed non-paid circulation - Under ABC Rules, copies which were distributed but did not meet ABC rules for inclusion in paid (i.e. complimentary copies, staff and advertising copies and copies served on credit where no payment was ever received) are reported in this paragraph.

PAID CIRCULATION by Issues

Issue	Subscriptions	Single Copy Sales	Total Paid
July/Aug.	175,346	80,173	255,519
Sept./Oct.	178,058	81,892	259,950
Nov./Dec.	192,146	105,521	297,667

ANALYSIS OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS

Gross subscriptions sold for inclusion in paid circulation, during 6 month period ended December 31, 2000		%
AUTHORIZED PRICES:	91,877	76.3
Circle Copy \$4.95.	None	
	28,615	23.7
TEX Light man page process and an are an	None	
(c) Lower than basic prices: 1 yr. \$9.98, \$10.00, \$14.93, \$2.70 (d) Association subscription prices: Total Subscriptions Sold in Period	120,492	100.0
(d) Association subscription prices:		
Total Cubecriptions 5010 In Petrogamination		
DURATION OF SUBSCRIPTIONS SOLD:	27	0.0
DURATION OF SUBSCRIPTIONS SOLD: (a) One to six months (1 to 3 issues)	59	0.0
(a) One to six months (1 to 3 issues)	112,271	93.2
(a) One to skeven months (4 to 5 issues)	5,247	4.4 2.4
	2,888	
(d) Thirteen to twenty-four months	120,492	100.0
(b) Seven to elever to ele		
Total Subscriptions Sold in Period	•	
CHANNELS OF SUBSCRIPTION SALES: insert cards, television and direct mail agents, etc.)	120,352	99.9
the state of mail conpwal tital, tipe to the state of the		
(a) Ordered by mail and/or direct request (may include direct main, 1997)	140	0.1
Catalog agencies and independent salespeople - includes sales through both direct personal descriptions.	None None	
tor consumer, trade and public place subscriptions	120,492	100.0
3. Mesoniation members	. 120,432	
3. Members of schools, churches, fraternal and similar organization members (c) Association members Total Subscriptions Sold in Period	•	
		93
6. USE OF PREMIUMS: (a) Ordered without premium	112,108 8.384	7
	None	
6. USE OF FILLMOND: (a) Ordered without premium. (b) Ordered with material reprinted from this publication, See Par. 11(b)	120,492	100
(b) Ordered with other premiums	120,432	
(b) Ordered with material reprinted from this publication, (c) Ordered with other premiums		
ADDITIONAL CIRCULATION INFORMATION		
ADDITIONAL CIRCULATION III. CTIM		%
POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1):		
POST EXPIRATION COPIES INCLUDED IN PAID CHCCLATION (17 Mary)		10,700

7. POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1): (a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11

ANALYSIS OF ANALYZED NON-PAID CIRCULATION

This publication does not report analyzed non-paid circulation.

U.S. PAID CIRCULATION BY ABCD COUNTY SIZE 9.

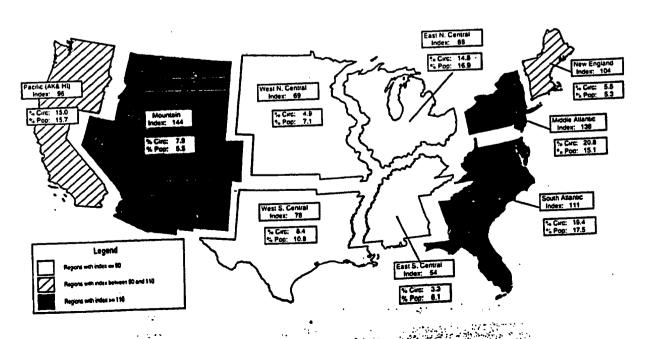
Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

GEOGRAPHIC ANALYSIS OF PAID CIRCULATION for the November/December, 2000 Issue

Paid circulation of this issue was 9.8% greater than the total average paid circulation.

	SUB-	SINGLE COPY SALES	TOTAL	% OF CIRC.	STATE	SUB- SCRIPTIONS	SINGLE COPY SALES	TOTAL	% OF CIRC.
STATE	SCRIPTIONS				Kentucky	1,424	622	2,046 3,746	
1	411	234	645		Tennessee	2,362	1,384	2,020	
Bine	771	450	1,221		Alabama	1,439	581	973	
ew Hampshire	239	102	341		Mississippi	718	255		
ermont	4,612	2,110	6,722		EAST S. CENTRAL	5,943	2,842	8,785	3.3
assachusetts	775	273	1,048			797	302	1,099	
hode Island	3,577	1,219	4,796		- Arkansas	1.630	743	2,373	
onnecticut	10,385	4,388	14,773	5.5	Louisiana	1,256	458	1,714	
NEW ENGLAND		6,752	32,432		Oklahoma	10,550	6.901	17,451	
ew York	25,680	3,102	12,389		Texas			22,637	8.4
ew Jersey	9,287	3,021	10,919		_ WEST S. CENTRAL	14,233	8,404	523	
ennsylvania	7,030			20.8	Montana	252	. 271	624	
MIDDLE ATLANTIC	42,865	12,875	55,740	20.0	idaho	412	212	311	
	£ 210	3,717	10,036		Wyoming	150	155		•
)hio	0.050	1,283	4,236		Colorado	2,629	1,368	3,997	
ndiana	0.005	4,209	13,194		New Mexico		341	1,056	
llinois	E 513	2,469	7,982		Arizona	2,796	1,652	4,448	
Michigan	2613	1,469	4,082		Utah	. 523	284	807	
Wisconsin		13,147	39,530	14.8	Nevada		1,739	9,415	
EAST N. CENTRAL	26,383	1.095	3,417			15,159	6,022	21,181	7.9
Minnesota	_ 2,322	435	1,523		MOUNTAIN -	269	225	494	
lowa swol	1,068	1.627	4,755		Alaska		1.856	5,613	
Missouri	3,120	1,027	258		Washington	1000	914	2.739	
North Dakota		183	367		Oregon	. 1,825	9,021	30,155	
South Dakota		362	991		California	21,134 651	617	1,268	
Nebraska	023	302 477	1,705		Hawaii	··			15.0
Kansas		4//		4.9	PACIFIC	27,636	12,633	40,269	13.0
WEST N. CENTRAL	8,748	4,268	13,016	4.5	U.S. Unclassified				
	-00	256	764			183,481	84,332	267,813	100.0
Delaware	2707	1,329	5,116		UNITED STATES	103,401	04,000		
Maryland		651	1,349		U.S. Circ. Percent of				90.0
District of Columbia	4.046	2,352	7,198		Grand Total		4 740	2,271	9.0
Virginia	469	267	729		Poss. & Other Areas	522	1,749		90.8
West Virginia		2,554	6,405		U.S. & POSS., etc.	184,003	86,081	270,084	
North Carolina		880	2,442			2.015	9,891	12,906	4.3
South Carolina	4 727	2,252	6,989		Canada		: ' ·	13,414	4.5
Georgia	44 679		20,890		International				
Florida		19,753	51,882	19.4	Other Unclassified	****			_
SOUTH ATLANTIC	32,129	12,123	5.,50=		Military or Civilian	485	778	1,263	0.4
					Personnel Overseas			297,667	100.0
					GRAND TOTAL	192,146	105,521	231,001	

Index = Geographic Distribution of % Circulation + % Population



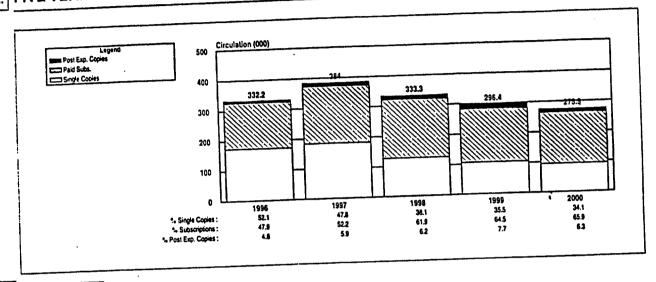
11.

Post Expiration Copies - Under ABC Rules, copies served to paid subscribers may be reported as paid circulation, provided the issues served are consecutive within

ABC Publisher's Statement - This report has not been audited but has been compiled by the publisher in a format approved by ABC. An audit of the publisher's records will be issued by ABC reflecting differences, if any, from the Publisher's Statement.

- (a) Par. 3(a): Basic Prices: Subscriptions: U.S., 1 year (6 issues) \$19.95; 2 years \$35.95; 3 years \$48.95. Canada, 1 year \$25.95. International, 1 year \$48.00. Included in Par. 3(a) are 2,947 subscriptions that were sold at 1 year for \$20.00 in exchange for the redemption of airline Frequent Flyer Miles at the rate of 2c
- (b) Par. 6(b): A booklet entitled "CIGAR AFICIONADO's Favorite Hotels & Restaurants," with no advertised or stated value, was offered through direct request and sent upon receipt of orders at 1 year for \$19.95 and upon receipt of payment of orders at 1 year for \$19.95.

FIVE YEAR ANNUAL TRENDS: Total average paid circulation as reported in June and December Publisher's Statements



VARIANCE REPORT: 13.

Latest Released Audit Report Issued for 12 months ended June 30, 1999

Variation from Publisher's Statements

ation from Publisher	s Statements		Percentage		
Audit Period Ended 06-30-99 06-30-98 06-30-97 06-30-96 06-30-95	Rate Base (Paid) None Claimed None Claimed None Claimed None Claimed None Claimed	Audil Rep ^o rt (Paid) 303,591 353,587 374,636 253,726 167,560	Statements (Paid) 311,656 358,926 386,142 254,839	Difference (Paid) -8,065 -5,339 -11,506 -1,113	of Difference (Paid) -2.6 -1.5 -3.0 -0.4

^{*}Initial Audit for 6 months ended June 30, 1995 - Publisher's Statement not required for this period.

NOTE BY AUDIT BUREAU OF CIRCULATIONS

In accordance with Chapter B 3.8(d) of the Bureau Rules, the following is repeated from the Audit Report for the 12 months ended June 30, 1999: "The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 8,065 copies per issue deduction."

PUBLIC PLACE/SPONSORED SALES EXPLANATORY:

Public Place/Sponsored Sales Subscriptions/Single Issue Sales - are copies sold to a single purchaser in quantities of 11 or more and paid for at a qualifying price. (a) Par. 1: Included in individual subscriptions is an average of 12,009 copies per issue which were sold in quantities of 20 to 4,000 at lower than basic prices. Copies were mailed in bulk to Airlines for redistribution.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

CIGAR AFICIONADO, published by M. Shanken Communications, Inc., 387 Park Avenue South, New York, NY 10016. Telephone: 212-6844224

LAURA ZANDI

MARVIN R. SHANKEN

Vice President, Circulation

Publisher

Date Signed, February 14, 2001

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309

AND			
In the matter of the Trademark Reg For the mark COHIBA Date registered: June 6, 1995			
EMPRESA CUBANA DEL T CUBATABACO,		: :	
v.	Petitioner,	: : :	Cancellation No. 92025859
GENERAL CIGAR CO., INC.,		:	
	Respondent.	:	

PARTY: RESPONDENT

For the mark COHIBA

Date registered: February 17, 1981

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 41



900 N. Meacham Road Schaumburg, IL 60173-4968 (847) 605-0909 FAX: (847) 605-0483

MAGAZINE INITIAL AUDIT REPORT

See Par. 11(a)

Exhibit L

For 6 months ended June 30, 1995

Analyzed Paid Circulation

CIGAR AFICIONADO

PLAINTIFF'S DEPOSITION EXHIBIT

NEW YORK, NEW YORK 10016

Field Served: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

AVERAGE PAID CIRCULATION

Total Average Paid Circulation:

167,560

Advertising Rate Base/Circulation Guarantee:

None Claimed

% Above/Below Rate Base (+/-)

Total Average Non-Analyzed Non-Paid Circulation:

16.755

Subscriptions: Individual

91.643

75.917

54.7 45.3 100.0

% of Total

Single Copy Sales:

AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions

None of record

PAID CIRCULATION by Issues

84.076

Issue

Spring

Subscriptions Single Copy Sales

70.246

Total Paid 154,322 Issue Summer Subscriptions Single Copy Sales

99,209

81.588

Total Paid 180,797

DEFENDANT'S

EXHIBIT

AVERAGE PAID CIRCULATION BY QUARTERS for the period covered by this report:

Calendar Quarter Ended

1995

March 31

154,322

June 30

180,797

AUDIT STATEMENT

This is an Initial Audit covering the six month period ended June 30, 1995 and release of this report constitutes qualification and acceptance of membership.

Member Number 04-0198-5

CIGAR AFICIONADO

••	Gross subscriptions sold during 6 month period ended June 30, 1995		
3.	AUTHORIZED PRICES:		%
-	(a) Basic Prices: Single Copy: \$3.95.		
	Subscriptions: U.S., 1 yr. \$14.95; 2 yrs. \$24.95; 3 yrs. \$34.95. Canada, 1 yr. \$18.95. International, 1 yr. \$24.95	44,590	71.9
	(b) Higher than basic prices: 1 yr. \$16.95, \$20.95, \$26.95; 2 yrs. \$31.95, \$44.95	409	0.7
	(d) Association subscription prices:	17,004 None of record	27.4
	Total Subscriptions Sold in Period	62,003	100.0
4.	DURATION OF SUBSCRIPTIONS SOLD:		
	(a) One to six months (1 to 2 issues)	45	0.1
	(b) Seven to eleven months (3 Issues)	48	0.1
	(c) Twelve months (4 issues)	40,637 16,297	65.5 26.3
	(e) Twenty-five months and more	4.976	8.0
•	Total Subscriptions Sold in Period	62,003	100.0
5.	CHANNELS OF SUBSCRIPTION SALES:		
_	(a) Ordered by mail and/or direct request (may include direct mail, renewal mail, insert cards, television and direct mail agents, etc.) (b) Ordered through salespeople:	61,952	99.9
	Catalog agencies and Individual agents - includes institutional and library subscriptions	. S1	0.1
	tor consumer, trade and public place subscriptions	None of record	
	C) Association members	None of record None of record	
	Total Subscriptions Sold in Period	62,003	100.0
j.	USE OF PREMIUMS:	•	
لسنت	(a) Ordered without premium.	62.003	100.0
	(b) Ordered with material reprinted from this publication	None of record	100.0
	(c) Ordered with other premiums	None of record	
	Total Subscriptions Sold in Period	62,003	100.0
	ADDITIONAL CIRCULATION INFORMATION		
7.	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION (PAR. 1):		<u>. </u>
لنت	(a) Average number of copies served on subscriptions not more than three months after expiration, See Par. 11	4,114	4.5
_		•	
8.	VARIANCE REPORT:		
	Not applicable.	- .	
9.	U.S. PAID CIRCULATION BY ABCD COUNTY SIZE	···	

Magazines of less than 500,000 total average paid circulation not required to answer this paragraph.

GEOGRAPHIC ANALYSIS OF TOTAL PAID CIRCULATION for the Summer, 1995 Issue

Paid circulation of this issue was 7.9% greater than the total average paid circulation.

Instactivation Stage Sta	STATE	Subs.	Single Copy Sales	TOTAL	% of Circ.	STATE	Subs.	Single Copy Sales	TOTAL	% of Circ.
w Hamphiles 477 305 742 Tenessées 1,185 1,176 2,341 1,	aine	272	250	522		Kentucky	. 647	500	1,147	·
SECOND STATE OF THE PROPERTY O		437				Tennesses	. 1,165			
Continue										
Machine 1987 1,000 1,0	assachusetta									
REY ENDLAND 10,846									•	3.3
Wideling	MNSCHALL				73	- Arkansas	. 390			
Markey*** 5,146		•		-	•	Louisiana	. 1,009			
Modern Mo						Taves	. 630 6.063			
MIDDLE ATLANTIC 3.192 2.324 5.516										7.5
10.		سد جونسد			21.3	-		- •	•	7.3
Sanda				-		Moniana	. 171			
Signar S						Warning	. 206 79			
2,546 2,326 4,874 1,545 2,547 1,013 2,586 1,120 1,122 2,333 2,237 2,440 1,545 2,5472 1,51 1,014 1,000 1,00						Colorado	1 227			
Scorish 1.573 1.013 2.585 ARTYCAL 14,089 11,583 2.5,972 Nerscola 1.474 1.337 2.811 Nerscola 1.474 1.337 2.811 Nerscola 1.474 1.337 2.811 Nerscola 1.573 3.000 7.814 4.5 Scori 1.333 1.254 2.587 Assta 184 111 225 mb Dalotta. 77 5.50 1.35 Scori 1.333 1.254 2.587 Assta 184 111 225 mb Dalotta. 192 111 226 Creyon. 1,520 1.192 2.589 mb Dalotta. 192 111 226 Creyon. 1,520 1.192 2.589 mb Dalotta. 192 111 227 Massimpton 1,520 1.192 2.589 MSST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.597 8.150 4.8 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.5 PACIFIC 17,891 14,784 32,585 18,2 NFEST N. CENTRAL 4,553 3.5 PACIFIC 17,891 14,784 32,585 18,285 18,285 18,285 18,285 18,285 18,285 18,285 18,285 18,285 18,285 18,285 18,285 18,285 18,285 18,285 18,285 18,285 18,285 18,285						New Mexico	. 362			
EAST IN CENTRAL 14,089 11,183 12,184 13,183 12,184 13,184 13,185 14,187 17,295 16,937 10,000 10,00	sconsin					Arizona	1.210			
New York					15.1	" Utah	. 177			
1,541 1,542 1,543 1,544 1,545 1,54		•	•	•		Nevada	. 575	700	1,275	
1,333	nesola					MOUNTAIN		3,808	7.814	4.6
## Dabota							• • • •			
## 10 2 104 205 Drepon 1,281 1,2						Washington	1 660			
Section Sect						Oregon.	. 963			
Separation Sep										
207 205 512 Miscellaneous 1029 1209 1		661	293	954						
award	VEST N. CENTRAL	4,563	3,597	8,160	4.8	PACIFIC	17,891	14,794	32,685	19.2
1,929 1,200 3,129 1,200 1,20	aware	207	305	512		Miscellaneous				
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St Virgins	iniasini						67,614	10,000	100,010	100.0
## Carolina	st Virginia									94.0
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Canada 1.356 3.488 4.844 2.7 2.980 2.454 5.434 3.0 2.980 2.454 3.0 2.980 2.454 3.0 2.980 2.454 3.0 2.980 2.454 3.0 2.980 2.454 3.0 2.980 2.454 3.0 2.980 2.454 3.0 2.980 2.454 3.0 2.980 2.454 3.0 2.980 2.454 3.0 2.980 3.484 3.0 2.980 3.484 3.0 3	in Cardina	000								
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Pacific (AK & HI) Index: 89 Tour	orgia rida	5,532	4,741	10,273	16.9	CanadaInternationalOther Unclassified	1.358	3,488	4,844	
Pacific (AK & HI) Index: 89 \$\frac{\text{\text{T Circ}\text{\tex{\tex	orgia rida COUTH ATLANTIC	5,532 15,885	4,741 12,846	10,273 28,731	16.9	Canada	1,356 2,980 	3,488 2,454	4,844 5,434 260	3.0 0.1
Pacific (AK & HI) Index: 192 T. Circ: 19 2 T. Pop: 15.7 Mountain Index: 68 T. Circ: 4.6 T. Pop: 7 1 West N. Central Index: 68 T. Circ: 4.6 T. Pop: 7 1 West S. Central Index: 69 Legend Usgart and ratio before Miles and 118 Separation with ratio before Miles and 118 Repeat and ratio before Miles Allenian And 118 Repeat and ratio before Miles and 118 Repeat and ratio Miles and 118 Repeat and ratio before Miles and 118 Repeat and	ida OUTH ATLANTIC	5,532 15,885	4,741 12,846	10,273 28,731	16.9	Canada	1,358 2,980 260 99,209	3,488 2,454 81,588	4,844 5,434 260	3.0 0.1
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11.]	EXPLANATORY:
	(a) This is an Initial Audit covering the six month period ended June 30, 1995 and release of this report constitutes qualification and acceptance of membership.
	•
	Post Expiration Copies - Under ABC Rules, copies served to paid subscribers may be reported as paid circulation, provided the issues served are consecutive.
	within three months of expiration.
	•
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To M	embers of the Audit Bureau of Circulations:
Wa h	ave examined the circulation records and other data presented by this publication for the period covered by this report. Our examinations were made cordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circum-
stance	es.
in our	opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated respects material to average paid circulation.
	And A Company of Classictions

(Cigar Aficionado, New York, NY - \$165959 - 262 - 381)

CIGAR AFICIONADO, published quarterly by M. Shanken Communications, Inc., 387 Park Avenue South, New York, NY 10018

04-0196-5



PRINTED AND RELEASED BY ABC JUNE, 1997

AUDIT REPORT: Magazine

ANALYZED PAID CIRCULATION **CIGAR AFICIONADO** New York, New York 10016

FIELD SERVED: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

1. AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 1996:

Total Average Paid Circulation:

253,726

Advertising Rate Base/Circulation Guarantee:

None Claimed

% Above/Below Rate Base (+/-)

Total Average Non-Analyzed Non-Paid Circulation:

18.366

% of Total

Subscriptions: Individual

130,385

51.4

123,341

48.6

Single Copy Sales:

100.0

1a. AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions:

None of record

2. PAID CIRCULATION BY ISSUES:

1995 Issue Autumn Winter	Subscriptions 103,239 121,975	Single Copy Sales 86,893 114,872	Total Paid 190,132 236,847	1996 Issue Spring Summer	Subscriptions 140,915 155,409	Single Copy Sales 129,260 162,342	Total Paid 270,175 317,751
Winter	121,975	114,072	200,041	00.,	100,100		•

AVERAGE PAID CIRCULATION BY QUARTERS for the previous audit and period covered by this report:

1996 1995 Calendar Quarter Ended 270,175 154,322 March 31 317.751 180.797 June 30 190,132 September 30 236,847 December 31

AUDIT STATEMENT

The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 1,113 copies per issue deduction.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

June, 1997



PRINTED AND RELEASED BY ABC DECEMBER, 1998

AUDIT REPORT: Magazine ANALYZED PAID CIRCULATION CIGAR AFICIONADO

New York, New York 10016

FIELD SERVED: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 1997:

Total Average Paid Circulation:

374,636

Advertising Rate Base/Circulation Guarantee:

None Claimed

% Above/Below Rate Base (+/-)

Total Average Non-Analyzed Non-Paid Circulation:

24,462

% of Total

Subscriptions: Individual

183,989

49.1

Single Copy Sales:

190,647

50.9 100.0

1a. AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions:

None of record

PAID CIRCULATION BY ISSUES:

Z. PAID CITIODE								
1996 Issue Autumn Winter	Subscriptions 147,479 192,165	Single Copy Sales 185,414 214,266	Total Paid 332,893 406,431	1997 Issue Mar./Apr. May/June	Subscriptions 198,099 198,209	Single Copy Sales 193,948 168,961	Total Paid 392,047 367,170	

AVERAGE PAID CIRCULATION BY QUARTERS for the previous audits and period covered by this report:

AVERAGE PAID CIRCULATION BY C Calendar Quarter Ended	1995	1996	1997
March 31 June 30 September 30 December 31	154,322 180,797 190,132 236,847	270,175 317,751 332,893 406,431	392,047 367,170

AUDIT STATEMENT

The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 11,506 copies per issue deduction.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circum-

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

December, 1998



AUDIT REPORT: Magazine

ANALYZED PAID CIRCULATION

CIGAR AFICIONADO

New York, New York 10016

FIELD SERVED: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 1998:

Total Average Paid Circulation:

353,587

Advertising Rate Base/Circulation Guarantee:

None Claimed

% Above/Below Rate Base (+/-)

9,830

Total Average Non-Analyzed Non-Paid Circulation:

211,763

% of Total 59.9

Subscriptions: Individual Single Copy Sales:

141,824

40.1 100.0

1a. AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions:

None of record

PAID CIRCULATION BY ISSUES:

1997 Issue July/Aug. Sept./Oct. Nov./Dec.	Subscriptions 194,419 212,020 209,777	Single Copy Sales 159,434 153,463 157,032	Total Paid 353,853 365,483 366,809	1998 Issue Jan./Feb. Mar./Apr. May/June	Subscriptions 213,734 224,037 216,593	Single Copy Sales 146,378 123,066 111,568	Total Paid 360,112 347,103 328,161
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AVERAGE PAID CIRCULATION BY QUARTERS for the previous audits and period covered by this report:

AVERAGE PAID CIRCULATION B	1995	1996	1997	1998
Calendar Quarter Ended March 31 June 30 September 30 December 31	154,322 180,797 190,132 236,847	270,175 317,751 332,893 406,431	392,047 367,170 359,668 366,809	353,608 328,161

The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period **AUDIT STATEMENT** audited is 5,339 copies per issue deduction.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circum-

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

January, 2000



AUDIT REPORT: Magazine

ANALYZED PAID CIRCULATION **CIGAR AFICIONADO** New York, New York 10016

FIELD SERVED: A men's lifestyle magazine devoted to consumers who wish to expand their knowledge of premium cigars. Includes ratings and tasting notes, how-to articles and reviews of cigar friendly hotels and restaurants around the world. Other subjects on the good life include travel to great resorts, sophisticated collectibles, wine and spirits, gambling, fashion, sports and profiles of celebrated personalities.

AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 1999:

Total Average Paid Circulation:

303.591

Advertising Rate Base/Circulation Guarantee:

None Claimed

% Above/Below Rate Base (+/-)

27,347

Total Average Non-Analyzed Non-Paid Circulation:

% of Total

Subscriptions: Individual

199,269

65.6

Single Copy Sales:

104,322

34.4 100.0

1a. AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions:

None of record

PAID CIRCULATION BY ISSUES:

AVERAGE PAID CIRCULATION BY QUARTERS for the previous audits and period covered by this report:

Calendar Quarter Ended	1995	1996	1997	1998	1999
March 31 June 30 September 30 December 31	154,322 180,797 190,132 236,847	270,175 317,751 332,893 406,431	392,047 367,170 359,668 366,809	353,608 328,161 308,458 320,608	293,812 296,399

AUDIT STATEMENT

The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 8,065 copies per issue deduction.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circum-

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

November, 2000

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309

gistration No. 18982	73	
TABACO, d.b.a.	X : :	
Petitioner,	: : :	Cancellation No. 92025859
	:	
Respondent.	: : :	
	ΓΑΒΑCO, d.b.a. Petitioner,	Petitioner,

PARTY: RESPONDENT

For the mark COHIBA

Date registered: February 17, 1981

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 42

PREMIER ISSUE

Van I Nort

Aficionado Aficionado



AMERICA'S FAVORITE CIGARS

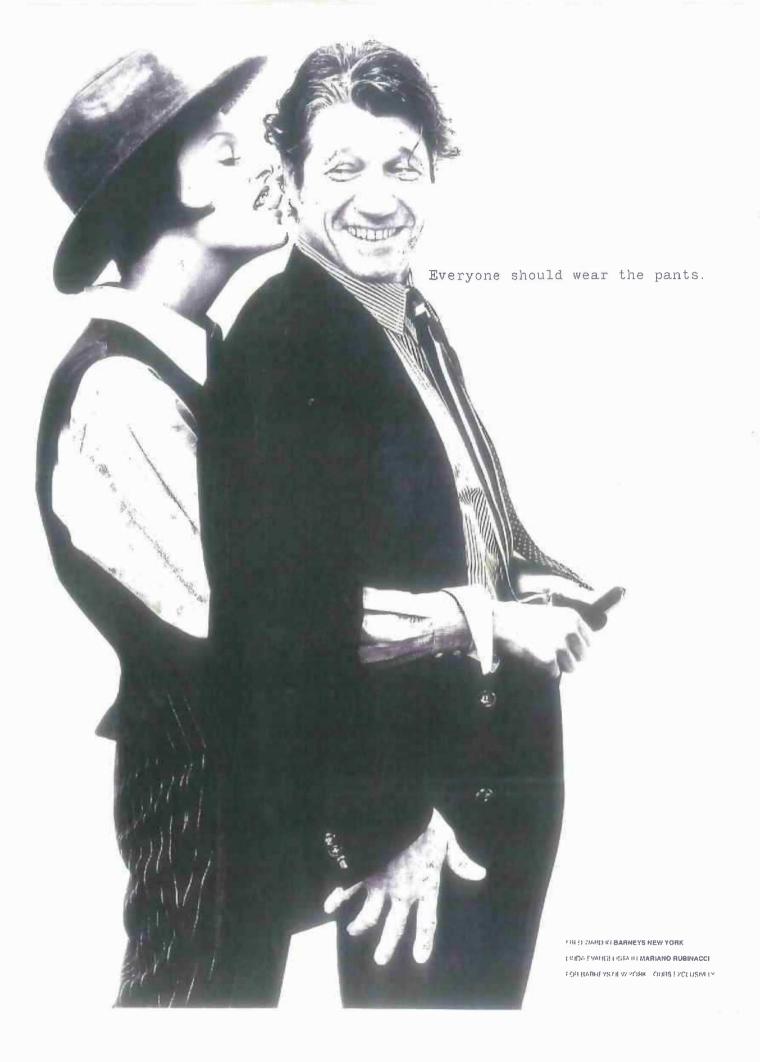
GAY TALESE ON STREETWALKING

CIGAR-FRIENDLY RESTAURANTS

JFK'S CUBA CONNECTION

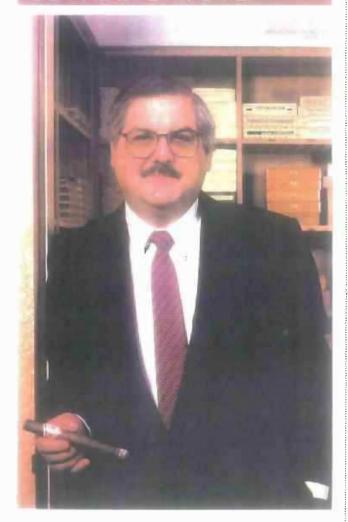
- # Tr POBUSIUS
- E GREGORY HINES
- # 1492, THE MOVIE
- E COLLECTING LALIQUE
- CUEA'S BEST CIGAR

AND MUCH, MUCH MORE





EDITOR'S NOTE



A New Men's Lifestyle Magazine

o launch a new magazine in 1992 calls for a stiff drink and a fine cigar.

I must confess at the outset, however, that the force inside me is so strong that I have abandoned conventional business wisdom. I acted solely on my publishing instinct, and the passion I hold for the subject of this new publication.

I've dreamed for more than a decade about creating a magazine for cigar lovers. But it was during a visit to Cuba in the fall of 1991, while "on assignment" to write a cover story for *The Wine Spectator*, that I realized I could wait no longer. I decided then and there to make the dream a reality.

The response to CIGAR AFICIONAIX) to date has been extraordinary. I had never realized that cigar lovers were so starved for information. Inside this magazine, you'll discover new facts and secrets about cigars: how they're made, who makes them and which brands are the best. In each issue we'll also report on our editors' blind taste tests which will rate cigars from around the world based on their quality.

CIGAR AFICIONADO is about taste. But it is not limited to the taste of a great smoke. This magazine intends to awaken and explore many of the pleasures that drive successful men.

Men like you want to know about great resorts for special vacations, as well as the world's best restaurants where fine food and wines are matched with well-stocked humidors. You want to understand men's drinks—Cognac, Scotch, vintage Port and fine wine. Here, you will find insights into these potions of pleasure, as well as specific recommendations unlike those found in any other magazine.

CIGAR AFICIONALX will also explore collectibles, unique trips, emerging hobbies, gambling, fashion and new ideas, in a style different, we believe, from any other men's magazine. Our editors will travel the world, making every effort possible to turn you on.

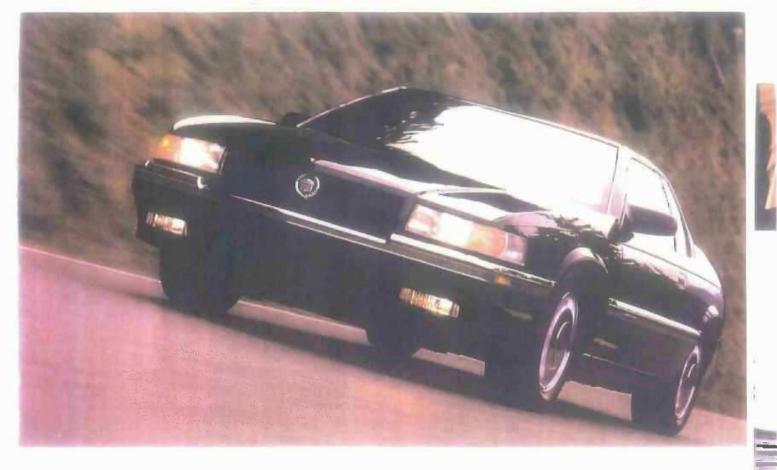
CIGAR AFICIONATO may not be for every man. But we do dream about creating a very special magazine for the individual who wants the very most out of life. If you share that desire, welcome. This magazine is for you.

Very truly yours,

Marvin R. Shanken Editor and Publisher

Mr R. All





UNTIL NOW, SOME THOUGHT IMPORTS WROTE THE BOOK ON HANDLING. BUT CHANGE IS JUST AROUND THE CORNER.

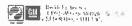
Introducing the Cadillac Eldorado Touring Coupe with the Northstar System. At 60 miles per hour, its advanced new Road Sensing Suspension reads and reacts to the contours of the road one inch at a time, automatically retuning itself to optimize driver control during spirited cornering, acceleration and braking. And help make driving fun again.

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PAGE 42

GRAYCLIFF
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A hotel mecca of fine dining,
tare wines and ereat circus.

119 Restaurants:

TROISGROS
ROANNE, FRANCE
A venerable three-star
restaurant 50 miles from Lyon

BIBENDUM LONDON, ENGLAND London's hor spor with good food and wine, and three humidors.

THE '21' CLUB NEW YORK CITY A New York institution that welcomes cigar smokers.

124
Accessories:
Cutters

How to correctly cut a cigar—and which are the best cutters available on the market today.



PAGE 36



GREAT MOMENTS:
KENNEDY, CUBA AND CIGARS

by Pierre Salinger

The inside story on Salinger's tobacco connection with President John F.

Kennedy, the Cuban trade embargo and Cuban cigars.

COVER
PHOTOGRAPHY BY
DAN WAGNER.

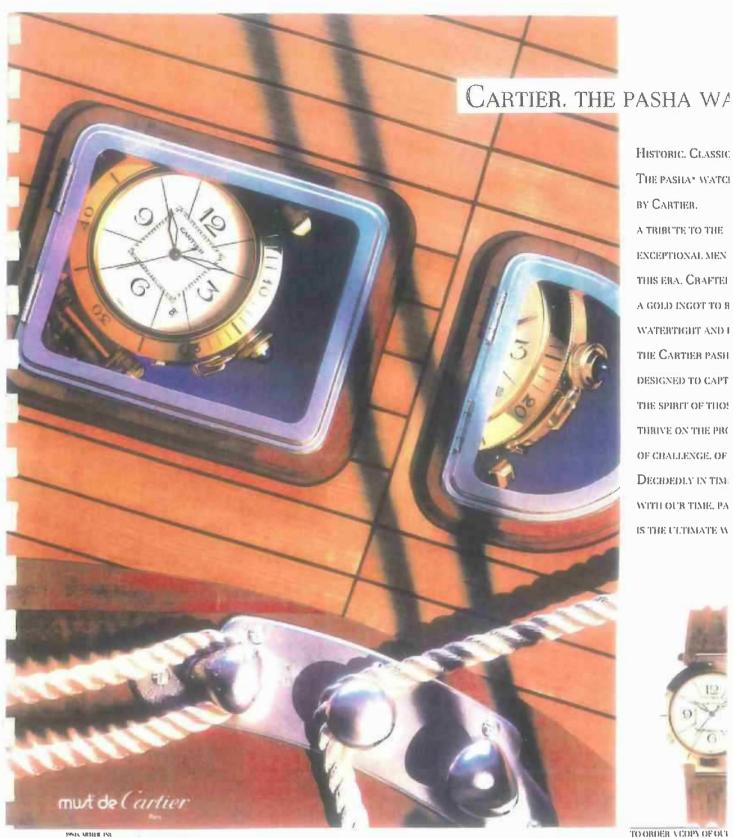
Melia Varadero Varadero, Cuba

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CIGAR AFICIONADO

A new hotel in Varadero is

setting the standard for Cuban



HISTORIC, CLASSIC THE PASHA* WATCH BY CARTIER.

A TRIBUTE TO THE EXCEPTIONAL MEN THIS ERA. CRAFTEL A GOLD INGOT TO B WATERFIGHT AND I THE CARTIER PASH DESIGNED TO CAPT THE SPIRIT OF THOS THRIVE ON THE PRO OF CHALLENGE, OF DECIDEDLY IN TIME WITH OUR TIME, PA IS THE CLTIMATE W



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CIGAR Aficionado Vol. 1 No. 1

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Managing Editor

European Editor

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GABRIELLA SPELDA

CIUAR AFICIONALO (ISSN +106)-7885) is published quarterly by M. Shanken.

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CONTRIBUTORS



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Gay Talese, 60, is the author of Unto The Sons, a best-selling book published in 1992 by Alfred A. Knopf. His previous best-sellers include Thy Neighbor's Wife, a study of sex in pre-AIDS America, Honor Thy Father, a report on the Bonnano Mafia family and The Kingdom and The Power, an inside look at The New York Times. He worked for The New York Times for 10 years, and currently resides in New York City.

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David Shaw, 49, is the media critic for the Los Angeles Times. He won the Pulitzer Prize in 1991, and he has received numerous other awards for his reporting. He is the author of Press Watch, published by Macmillan in 1984 and Journalism Today, A Changing Press for a Changing America, published by Harper & Row in 1977. Mr. Shaw resides in Los Angeles.



PIERRE SALINGER



Pierre Salinger, 67, is the chief foreign correspondent for ABC News. He's received awards for his reporting concerning the American hostages in Iran, and he is the recipient of the George Polk Award. Salinger began his journalism career at the San Francisco Chronicle and worked at Collier's magazine. He served as press secretary to President John F. Kennedy and President Lyndon B. Johnson. Salinger was also appointed to the U.S. Senate in 1964 to serve out the term of the late Senator Clair Engle. Mr. Salinger lives in London.

MERVYN ROTHSTEIN

Mervyn Rothstein, 48, is a reporter for The New York Times. He has covered theater, film and literature for the newspaper's daily arts pages and the Sunday Arts and Leisure section as well as The New York Times Sunday Magazine. He teaches a course in theater at New York University and is currently at work on a biography of Joseph Papp, to be published by Alfred A. Knopf. Mr. Rothstein lives in New York City.



JOHN GRAHAM



John Graham, 52, is a freelancer for British and international magazines and is currently visiting Vietnam and Laos. He worked as a foreign correspondent for 15 years for the Financial Times of London and The Observer, and spent six years as Washington bureau chief. He has played the professional backgammon circuit. Mr. Graham resides in London.

PAUL CHUTKOW



Paul Chutkow, 45, is currently working on a biography of Gérard
Depardieu, to be published by Alfred A. Knopf in 1993. He has
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Connoisseur, and The New York Times as well as many other publications.
He previously worked for the Associated Press and the Baltimore Sun.
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ho is 46 years old, married, a college-educated executive or professional with a household income of \$194,000 and an average net worth of \$1.54 million? Welcome to the club. That's the profile of an average CIGAR AFICIONAIXO reader.

Are you surprised? You shouldn't be. When we started exploring the launch of this magazine, we suspected that men who bought premium, handmade cigars were successful. We then commissioned a study of cigar smokers so we didn't have to guess. More than 1,300 people took about 30 minutes to fill out the four-page survey.

For now, virtually all CIGAR AFICIONALX) readers are men.

Three-quarters of the respondents said they were in some kind of management position—over 30 percent have titles of president, executive vice-president or chief executive officer. Another 20 percent said they were doctors, attorneys or partners in professional firms. Pilots, journalists, scientists, stockbrokers and actors also sent back the questionnaire. Nearly 80 percent went to college. Over 55 percent said they had some kind of post-graduate degree.

Income is another barometer of this group. Nearly 50 percent report incomes between \$75,000 and \$300,000, with more people earning above \$300,000 than below \$75,000. Moreover, household net worths are extremely high. The biggest chunk of the readership—more than 50 percent—have net worths exceeding \$500,000, while 38 percent are millionaires.

Those numbers highlight the basic fact that CIGAR AFICIONADO readers enjoy the best things in life.

Automobiles? Eighty-two percent own two or more cars, and 33 percent have three or more. Seventy-three percent have purchased an imported car. Thirty-one percent have paid more than \$35,000. Luxuries? Seventy percent of you own art. Forty-eight percent have cellular car phones and 72 percent have compact disc players. Finances? Corporate stock is a favorite investment of 76 percent, mutual funds attract 60 percent of the readership.

Travel? Ninety percent of the respondents have taken a foreign trip in the last 12 months and 91 percent said that they traveled domestically during the previous year. As you might suspect, many of the foreign travelers also take advantage of their trips to pick up Cuban cigars.



Smoking habits also reveal a group of men who are dedicated to enjoying their cigars. The average cigar smoker has been smoking for nine years, and he normally has about ten cigars a week. Seventy-three percent buy cigars by the box, and they usually spend just over \$3 per cigar. The average weekly expenditure on cigars is about \$26, but 35 percent spend more than that.

The Dominican Republic earns the top ranking as the origin for most smokers' everyday cigar—52 percent.

Honduras is second at 24 percent and Jamaica is third at 17

percent. Surprisingly, 14 percent of our readership survey group acknowledges that their everyday cigar is Cuban, in spite of the trade embargo. Cigars from the Canary Islands and Mexico rank next in order of popularity with ten and seven percent.

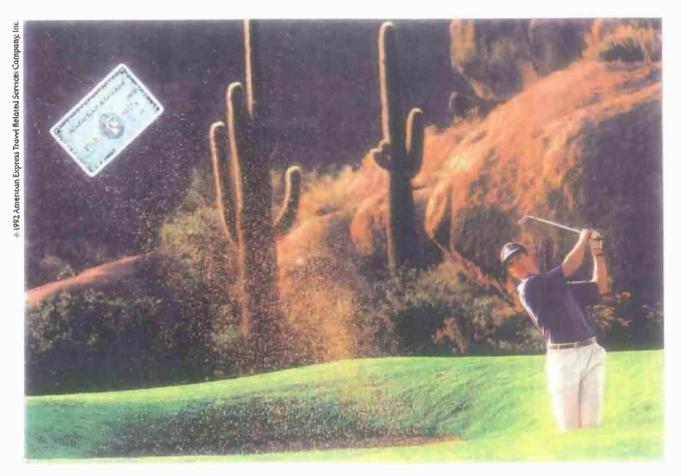
Buying habits also differ. The most important single attribute when buying a cigar, listed by 51 percent of the survey respondents, is its size. Freshness is cited in 47 percent of the answers, and smoothness of taste is checked in 38 percent of the questionnaires. Quality of construction is considered by 38 percent of buyers and rich taste by 34 percent. Other factors that between 20 and 22 percent of all buyers look for include brand name, full-bodied flavor and mildness. Price is only a consideration with 14 percent of the respondents.

Given that size is the most important factor in the choice of smoke, we also queried which sizes people prefer to smoke. The most popular size is a corona, or a five and a half inch length by a 42 ring gauge, followed by a Lonsdale at six and a half inches by a 42 ring. The third most popular is a double corona at six and a half inches by a 48 ring gauge, the fourth size is a Churchill at seven and a half inches by a 48 ring. The Rothschild size (four and a quarter inches by a 50 ring) came in as the fifth most popular cigar.

CIGAR AFICIONAIXO readers also enjoy the best distilled spirits and wine. In fact, nearly 93 percent of the respondents say they drink wine. Eighty-three percent say they also drink spirits.

If there's one statement that can be made about CIGAR AFICIONATIO readers, it is that they enjoy the finer things in life. And that most certainly includes top quality cigars. Welcome to the club.

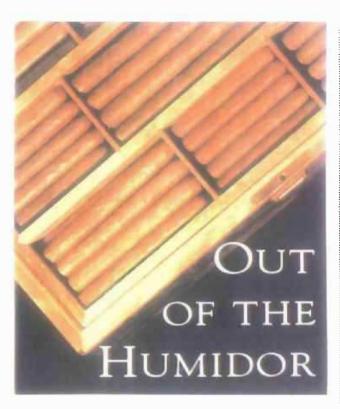
-The Editors



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> The Card. The American Express' Card.

Call 1-800-THE CARD, to apply.



Talk about people seizing an opportunity.

That's the best reason we can come up with for our mailbox overflowing with letters and faxes since we announced the coming of CIGAR AFICIONALO nine months ago. We've been literally flooded with mail from cigar lovers. It seems that people have some pent-up desire to express their feelings about cigars, anti-cigar fanatics and just about everything else, including our new magazine.

CIGAR AFICIONADO had always planned a Letters to the Editor page. But we had no idea the response would be so overwhelming. So, this is really more than a letters page. It's a forum. It's a place where you, the reader of CIGAR AFICIONAIXO, can talk about the subjects that matter most to you.

So, keep the cards, faxes and letters coming. Send them to me at CIGAR AFICIONAIXO, 387 Park Ave. South, 8th Floor, New York, New York, 10016, or fax (212)684-5374. In the next few pages, you'll see a small sample of what people had on their minds.

Here's to Happy Smoking,

Marvin R. Shanken Editor & Publisher Nov. 3, 1991

Dear Marvin:

Please include my husband, Mark Bivins, on your mailing list for the first issue of your forthcoming publication for cigar lovers. I know he will want to subscribe.

Thank you, Ellen Bivins Amarillo, Texas

Editor's Response: Thanks Ellen. I only wish there were more wives out there like you.

March 8, 1992

Dear Marvin:

One of the simple pleasures in life for a gentleman is fine cigars and somehow this has been lost in America. I applaud your efforts to publish a magazine devoted to the cigar. It needs a comeback and your magazine should be a great help.

Sincerely, W.C. Thompson Salisbury, North Carolina

Nov. 22, 1991

Dear Marvin:

I am one of the unfortunates whose wife won't let him smoke cigars at home (unless I'm outside, at least 50 feet from the house).

I have just one request could you put a Field and Stream cover on it?

Sincerely, Doug Grissom Arlington, Texas

Editor's Response: Your wife shouldn't mind your CRIAK AFRIONADO at home; after all. it does not contain smelly perfume ads like many of the women's magazines she probably subscribes to:

April 12, 1992

Dear Marvin:

There are, as you most probably know, various subtle and not-so-subtle ways of getting. Havana cigats here in the U.S. I hope your new magazine never investigates this; it will ruin it for the rest of us who maneuver to the best of our abilities to keep ourselves content.

Until not long ago, there was a store in Moscow called "Gavana," where Cuba's best was on sale, for rubles. When I found myself writing a movie in Moscow in late 1989, my producer, a devout cigar smoker who knows Cohiba is the best in the world (and there's no point in debating this), told me where to find the shop.

I arrived to find an empty storefront and an even emptier interior. A white-coated elderly woman sat collapsed in a chair behind the bare counter. When I asked her whether there were any cigars available, she muttered something about coming back the following day. The next morning I arrived to find 300 people cramming the shop, and spilling outside. Elbowing my way in, I found one selfappointed fellow giving out numbers-a familiar Soviet (now Russian) way of maintaining order. I tried to ask him what the drill was, and as I sought an answer, 15 people signed up. So I stopped the politeness, got myself a numher, and then asked my question. He ignored me, yelling out only that there would be cigats for maybe 100 people if any even appeared. My number was 167. As I left, he was still handing out numbers. I walked out the door as he called, "211!"

I write this smoking a small Jose Quintero and wishing you every success.

Sincerely. George Malko New York, New York

Nov. 25, 1991

Dear Marvin:

Great idea! Put me on the mailing list for your cigar publication. It should be sent to my home address so my wife can enjoy it too!

Sincerely,
David W. Knowlton
Managing Director
Manufacturer's Hanover*
New York, New York

*Mr. Knowlton is now Managing Director of Chemical Bank

May 6, 1992

Dear Marvin:

I applaud your efforts for cigar smokers. I have been one for over 50 years. Before Castro, I used to smoke H. Upmann Is and 2s. How fine they were, and modestly priced.

I miss going out for dinner the way I used to, unable to light up a cigar in restaurants now.

We live in a landmark building and the walls and floors are very thick. The lady below us has tried to stop me from smoking cigars in my own apartment.

She complained to the building owner, the superintendent, and the elevator man, that she could smell my cigar. Did you ever hear anything like this? Real chutzpah!

Good luck, and I wish you the best for your magazine.

Sincerely, Paul Benson New York, New York

Editor's Response: A man's home is his castle. Or at least that what's we had been raised to believe. Most cigar lovers share your frustration.

Dec. 13, 1991

Dear Marvin:

As a fellow cigar lover, one who smuggles Cuban cigars, and one whose wife forbids smoking in our house, please sign me up for your publication.

Anonymous President International Hotel and Resort Chain Somewhere U.S.A.

Editor's Response: We wish we could publish your name but since you acknowledge smuggling Cuban cigars, we choose to protect your identity.

May 8, 1992

Dear Marvin:

Your article on Cuban cigars in the February 15, 1992 issue of *The Wine Spectator* was

wonderful and
brought back
memories of
40 years
ago
when my
U.S. Navy
destroyer stopped
in Cuba. I was a kid
of 18 and it was 1952.

I picked up a cigar and smoked it and have been at it ever since. From that first cigar in Cuba, I have loved the finest cigars.

Lew Bracken
Bridgeport, Connecticut

Nov. 1, 1991

Dear Marvin:

Cigar lovers need all the help they can get. Your cigar publication sounds very interesting. Put me on the list. We cigar smokers are made to feel it is a crime to light up. Bring back the smoke-filled room.

Randall C. Baker Cincinnati, Ohio

Editor's Response: Given the candidates running for president, maybe a smoke-filled room would help clear the air.

Nov. 20, 1991

Dear Marvin:

Despite your sexist ad: "wife who won't let you smoke at home," etc., there are women out there who smoke cigars and are interested in your new publication. Count me in on the cigar publication.

Thanks, Elaine Futhey Charlottesville, Virginia Editor's Response: We're not sexist. In fact, we hope the ranks of female cigar smokers swell in the coming years.

The sad reality, however, is that many women seem to be "programmed" against letting men light up. It is especially frustrating that we can't smoke in our own homes, my home included. There needs to be some kind of compromise.

Nov. 6, 1991

Dear Marvin:

I certainly enjoy cigars and my wife likes them, too. She likes them because her father used to smoke cigars and when I light up, it brings back fond memories for her with such emotional overtones that she becomes docile, like I am her father substitute! Truly, cigars are unique items which conjure up much about the smoker's personality, style and savoir-faire.

There is nothing finer than a good smoke, except a good magazine that reports on a good smoke.

Hook forward to your publication.

Sincerely, James Milner San Francisco, California

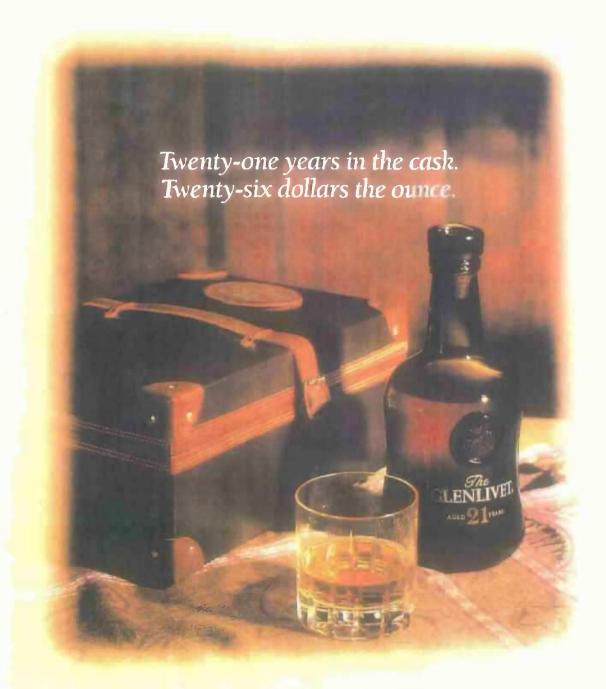
Feb. 24, 1992

Dear Marvin:

I'm an American who smuggles "Cubanos." My wife says about my smoking at home: "If it makes him happy, what the hell."

Put me on the list.

P.S. If you need some info on the L.A. cigar scene, an occa-



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numbered. Its exquisite leather case is entirely handmade. Quantities are extremely

limited. To acquire this special connoisseur's sampling of the
noblest of all whishes, please visit your local fine wine and spirits shop.



sional contributor, or just a pep talk, call. Good luck.

Mark H. Los Angeles, California

Editor's Response: It's a shame we can't publish Mark's name in full as we would love to give recognition to his very smart wife.

May 1, 1992

Dear Marvin:

Here's to a smoking success!

My best, Phillip Guarascio General Manager, Marketing and Advertising* General Motors Corp. Detroit, Michigan

* Effective July 15, 1992

March 3, 1992

Dear Marvin:

As I witness attacks on the two most civilized vices left to man (wine drinking and cigar smoking), I know I must join you in singing the praises of cigars.

Please include me as a supporter of your new venture.

Yours truly, J.L. Bruzzone Alameda, California

Editor's Response: We hope that CHAR AFICHONALN is merely the first step in defense of our constitutional rights.

Feb. 23, 1992

Dear Marvin:

The important thing is that this stick of tobacco is drawing together men who would otherwise never meet. It transforms diversity into universality, stress into relaxation, strangers into friends. The cigar is powerful on many levels.

I smoked my first cigar 30 years ago, and in this time, little else has given me the pleasure of watching my money go up in smoke!

It's been a life-long dream to visit Havana. Articles like yours help keep the dream alive.

Best Regards, Michael Nouri Pacific Palisades, California

March 13, 1992

Dear Marvin:

I have only recently discovered cigars—over the last year. My hoyfriend is a pipe smoker and I just hought some (cigars) in a tohacco shop for us to share together—preferably with a great Port or Scotch. Now we smoke cigars quite frequently and enjoy choosing new ones together.

Please send me a copy of your new publication. I can't wait.

Sincerely, Cindy Weglarz Bedford, Texas

Editor's Response: Cindy, if you ever break up with your boyfriend, please write us with your telephone number. No doubt there are thousands of cigar lovers across America who would be happy to make your acquaintance.

Nov. 14, 1991
Dear Marvin:
I'm 31
years old,
and
have
enjoyed cigar
smoking since the

David A. Ladisheff Dover, New Hampshire

Editor's Response: While we do not encourage underage cigar smoking, we would be curious to know where you were able to practice outside the view of your parents and schoolteachers. By the way, did you have a favorite brand as a boy!

May 6, 1992

Dear Marvin:

In an era where publishing companies, and entrepreneurs, first have to put together carefully worded and packaged mailers, develop business plans that will pass muster in financial circles, here you are, starting a new magazine on your own gut instinct (and passion for cigars). And my gut tells me you've got a winner!

All the very hest with CIGAR AFICIONALIO. I'm sure it will accomplish everything you wish for it.

Cordially, Fred Danzig Editor, Advertising Age New York, New York

Nov. 8, 1991

Dear Marvin:

I love cigars—have smoked them for many years. Please

put me on your mailing list.

Thomas Evans, Jr. Managing Director Bear Steams Chicago, Illinois

Nov. 10, 1991

Dear Marvin:

Yes Virginia, there is a Santa Claus...and he looks like Marvin and doesn't give toys but promises a cigar lover's magazine! You have made my day!

Dave Preston Publisher RV West Magazine Pleasanton, California

Editor's Response: And your letter has made mine. Your reward? A lifetime subscription to CKIAR AFICKONAIX) with my compliments.

Nov. 13, 1991

Dear Marvin:

You are absolutely correct—my wife will not let me smoke my Cuban cigars in the house. At this time of the year you can find me in the yard with my hat and gloves on smoking my Havana...even the dog refuses to come out and share my smoke with me.

Alan W. Kosloff President and CEO American Marketing Industries Inc. Kansas City, Missouri

Editor's Response: Hey Alan, maybe it's time for a new dog?

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Dec. 15, 1991

Dear Marvin:

My husband fits the profile—including the wife who hates cigar smoke at home. Yet here I am, putting him on your list.

(wife of) Ray Schipani Edina, Minnesota

Edium's Response: You sound like a great wife. And Ray's a very lucky guy.

Nov. 19, 1991

Dear Marvin:

We are a much maligned minority. Does the phrase, "Pipes and cigars prohibited" stick in your craw? I am smoking a cigar, and I am heginning to feel the world closing in on me.

There are fewer and fewer public places in which I feel comfortable taking a draw on a cheroot—even some of the club-like leather and brass restaurants now ban cigars. Even the Palm in Washington, D.C. seems disconcerted when there is even a suggestion that a patron (meaning me) might fire up a heater. What is this world coming to?

I really do not want to impose my fancy on others if they want to avoid it, and I will not, but cigarette smokers seem to have a real advantage. Our voice must be heard, if even only by ourselves. Your magazine might serve that noble purpose.

Good luck and Congratulations, Bruce D. Collins Washington, D.C.

Editor's Response: Your letter is confirmed by independent research which concluded that the single greatest barrier to cigar enjoyment is the fewer and fewer public places there are to light up. Perhaps, in time, this situation will change. I would certainly encourage you to patronize those restaurants which allow or encourage cigar enjoyment. Please see David Shaw's article, "Where Can I Smoke In Peace?"-page 72.

Dec. 5, 1991

Dear Marvin:

I returned tonight from Hong Kong with two boxes of Hoyo de Monterrey Double Coronas in my wife's underwear. Sign me up.

D.N.B. Los Angeles, California

Editor's Response: I know of others guilty of the exact same sin. It's a popular approach to packing, especially in Geneva and London.

Nov. 1, 1991

Dear Marvin:

I am a lover of fine cigars and have been waiting for something like this for a long time. I'm very excited and wish you good luck on your new cigar magazine. I am eagerly awaiting the first issue.

Happy Puffing, Skip Scaggs Logan, West Virginia Nov. 17, 1991
Dear Marvin:
Good luck
in your
efforts to
bring cigar
lovers "out of
the closet."

Yours sincerely, W.J. Sterling Sunley Edmonton, Alberta Canada

Nov. 26, 1991

Dear Marvin:

I eagerly await your next literary endeavor. It is reassuring to know that in this neo-prohibitionist society there will soon be a new voice to defend and encourage cigar smoking.

Much success! Joseph C. Nowaczyk Carering Manager Buffalo Hilton Hotel Buffalo, New York

Nov. 5, 1991

Dear Marvin:

Finally, a magazine with one of my favorite interests at heart!

Francesco Antonucci Cheffco-owner Remi Restaurant Los Angeles, California

May 9, 1992

Dear Marvin:

I do have a passion for cigars and cannot smoke them in my own house! Please include my name on your mailing list for your new publication for cigar lovers.

Thanks, John R. Ballie Salinas, California May 24, 1992

Dear Marvin:

It's about time! As a professional chef my passions are good food, drink, women, and of course, cigars! Until now there are publications covering all of the above except the many aspects of cigar enjoyment.

I wish you the best of luck and am looking forward to starting my subscription.

Thomas A. Lightcap Montauk, New York

March 13, 1992

Dear Marvin:

I think that a magazine for cigar lovers is way overdue.

We should work on getting rid of this foolish embargo we have with Cuha. I am getting tired of traveling to Canada, Europe and the Caribbean just to enjoy a good Cuhan cigar!

Yours truly, Glen DiGirolamo Garfield, New Jersey

Editor's Response: It's my understanding that after the election this November, Washington plans to take a fresh look at the current situation vis-à-vis Cuba. With all that has happened in Eastern Europe and the former Soviet Union, one wonders why this relationship is not heing re-evaluated.

Nov. 10, 1991

Dear Marvin:

I sell cigars, I buy cigars, I occasionally enjoy a cigar, but I am woefully ignorant about , 24, 1992

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13, 1992

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Macanudo wrapper leaves are grown only in the fertile, sandy loam of the Connecticut Valley, where a sub-tropical climate is created under hundreds of acres of tents to grow Connecticut Shade tobacco from the Hazelwood strain of Cuban seed. Why this unusual seed cannot be grown elsewhere in America remains a mystery to agronomists and farmers.



1 "It is like opening a precious gift" when Benjamin Menéndez unbales Connecticut Shade wrapper leaves to be considered for Macanudo cigars. Always baled eight rows across, the leaves have already been aged for almost three years.





2 All Macanudo and Partagas graded according to length, cle yellow-gold to deep brown. The way are eliminated and those stripping their stems.



3 With several inspectors supervising every eight sizers, the sizers tie the wrapper leaves together to form "hands." It takes 40 leaves each, for example, to make hands that measure anywhere from 15 to 21 inches in length.

The inner and outer hands of leaves in each bulk are "turned" or interchanged as the mulling is repeated three times every 8 to 10 days at ever lower temperatures. The leaves are then shaken and baled for prolonged aging, after which they are unbaled and moistened with fine mist on slowly turning easing racks.

4 In "mulling" or fermenting, the temperature of each "bulk" of wrappers rises each day. After 12 days, or when the mulling thermometer registers 112°, the hands of leaves are shaken out for an hour in a room at 75° to give them fresh, cool air.





apper leaves are sorted and finess and color from light res that are marred in any remain are divided by

Delacing leaf upon leaf, a blender combines the long, dark Jamaican. Dominican and Mexican filler leaves. The blends are then cedar-boxed and placed in cedar storage rooms for three weeks to allow the aromas of the different leaves to marry.



7 A buncher takes leaves from separate filler-box compartments and rolls them with his fingers inside a dark, supple Mexican binder stretched to its limits. In performing this task, each buncher develops a feel for one specific cigar size.



8 After a bunch is finished, it is placed in a wooden mold that fits the length and ring gauge of a particular cigar size. Since a ring gauge is expressed in 64ths of an inch, a 34 ring-gauge cigar has a diameter of 34/64".





9 Bunchers and wrapper-rollers work side by side in tandem teams, always with cigar molds and bunch presses located conveniently at hand between each buncher and wrapper-roller.



14 In a root least three wrapper, fi



10 A wrapper-roller averages as many as 35 cigars per hour and uses a half moon-shaped "Cuban knife" in cutting each wrapper leaf to the correct shape for a particular cigar size.



11 Before rolling a cigar, a wrapper-roller places the leaf upside down on the cutting board so that the smooth, unveined side of the leaf will come out on top. The head of the cigar is then sealed with a colorless, flavorless gum from the tragacanth tree.

12 If any bundle of 50 rolled cigars lar weight and firmness required to its cursupervisor identified beneath the bun wrap is immediately notified to instruresponsible buncher in making his need there looser or tighter.

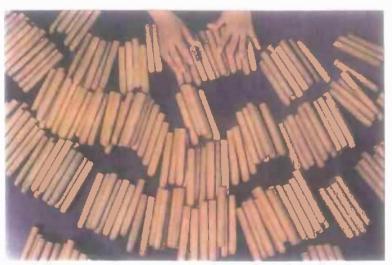




1) Each cigar undergoes its own inspection. It must slide through the appropriate ringgauge device precisely at right angles. It must measure the exact desired length. And it must pass a hand test for firmness, uniformity, density and texture.



of Spanish cedar, the cigars are aged for at ks so that the flavors and aromas of the and binder leaves can at last he one.



15 Like a concert artist at an organ keyboard, a selector with dancing fingers and unerring eyes arranges the eigars into separate groups, each a subtly different shade of color.







16 After the cigars in 16 Macanudo sizes and 14 Partagas sizes are individually banded and cellophaned or tubed, they are placed one by one in boxes that are crafted and trimmed by hand only steps away from the cigar-makers.



17 Benjamin Menéndez has spent his life making fine cigars, originally in Cuba and ultimately in Jamaica and the Dominican Republic, where he supervises the making of Macanudo and Partagas cigars.

Partagas wrapper leaves are grown from Cuban seed only in the Cameroons of West Africa, where the foggy, sub-tropical climate unique to the fourth parallel is ideal for growing leaves that are thin and delicate yet supple and strong. The leaves are inspected by hand for color, size and texture and randomly test-smoked before only 10% of each crop is purchased.





cigars. If there is such a thing as "Cigars 101," I need it.

Please, please, please include my name on your mailing list.

Best wishes, Graham Dewsbury Food and Beverage Director The Woodlands— Race Track Kansas City, Kansas

May 29, 1992

Dear Marvin:

This morning I went to my tobacco store to pick up my usual two boxes of cigars. which lasts me about two weeks, and I showed the May 26th USA Today article on cigars to Richard Hopkins Jr., the owner. He smiled as he read it, and then reached under his counter and showed me the Feb. 15 issue of The Wine Spectator. I was as much taken in by the "The Allure of Cuban Cigars" article as he was with the USA Today article. Result, we both are ordering the premier issue.

Also, as an aside, we both love wine. In fact, I am enjoying a bottle of it while attempting to type this letter.

I have been smoking cigars since I was 18 years old.
Should I make it, and at this point there seems to be absolutely no reason why not, I will be 74 years old this
September. The reason for this attitude (should I not be giving myself a "Kinahora?") is that I rarely have been to a doctor, never been in a hospital (as a patient), never had a physical checkup, enjoy the better things in life (although not as often as I'd like to, but

it's "still there,")
have a wife who
cooks and
bakes
everything from
"scratch," will
not eat chicken
in any restaurant, and
always have a glass of
wine or brandy every night.

Why did I start to smoke cigars 57 years ago when I was 18? In 1936, I got a job in a foundry for \$12 a week, damn glad to get it, pouring molten metal into a mold, by hand in a smoke-filled room with little ventilation, no masks, no goggles and beat-up gloves. The "older guys" there (25 or 26 years old) told me, "Kid, if you want to work here you better chew tobacco or smoke cigars." I chewed tobacco ONE TIME ONLY! Then I bought some 5 cents Amerada cigars and worked my way up to 10 cents Royalists. My cigar goal was to smoke a 25 cents La Palina or El Producto.

I worked in the U.S. Mint in Philadelphia for 15 years as a melter (\$6.60 a day) pouring gold, silver, bronze and nickel, all by hand, in a smoke-filled room, no mask, no goggles but better gloves.

I used to smoke eight to nine cigars a day, but today have cut back to about four or five, only because of the cost, since a half-decent cigar could run at least \$1.50 each. My wife does not object to my smoking in my home (I come with the cigar) but I will not smoke in front of people who object, like my daughter-inlaw or anyone else. What do

they know about
the better things
in life! They
are brainwashed
by screwball groups.

Anyway, in 1967,

my wife and I went to Expo '67 in Montreal, Canada—you're probably too young to remember it. We had a lovely time and met some fine people. Among others, I visited the Cuban exhibit there and, of course, bought a box of Cuban cigars. I was told, much to my surprise, that I would have some problems getting those cigars across the border. (We were driving.) So I took the labels off the cigars and put the cigars in an empty U.S. cigar box.

As we arrived at Sault Ste. Marie, coming into the U.S., we were stopped at the border by the idiot custom people. One of them asked us where we had been (when we crossed over into Canada we were welcomed). When I told him we were at Expo '67 and he saw I was smoking a cigar, he asked if I had visited the Cuban exhibit.

I told him I did, as I did all of the other exhibits. In a very stern and arrogant voice, he asked me if I bought any Cuban cigars, like I was bringing in drugs. I told him no. I wanted to tell him it was none of his damn business, but my wife held me back. Anyway, the moron told me to open my trunk. I did, and he saw the box of unlabeled cigars. He asked if they were Cuban. I told him they were Canadian.

He did not believe me but had no choice (my wife was shaking), and I finally was permitted to cross to my own country. I cursed him and the unconstitutional law that made me lie.

I still believe that the law has no business being on our books. We were not, and are not now, at war with Cuba, but nobody in our Congress has the guts to ask that it be repealed. It is an affront to our freedom of choice. And, John Kennedy ordered 1,200 Cuban cigars before he signed the order.

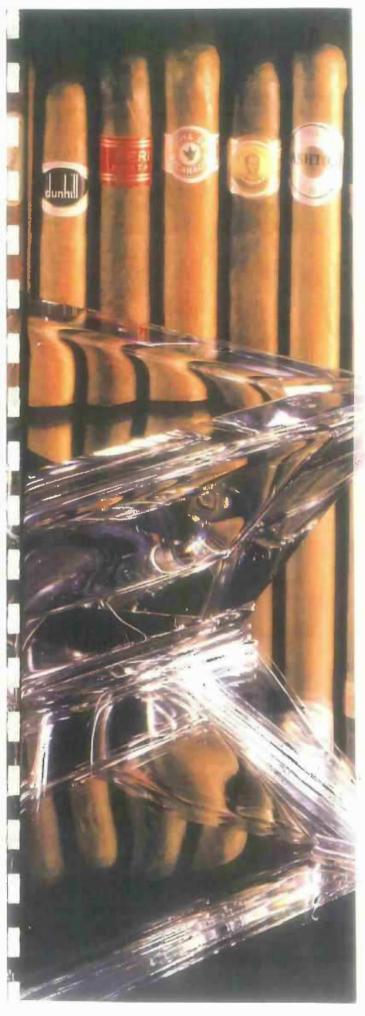
Today, I am enjoying the Dominican Republic cigars. They are almost equal to the Cuban product. But if I had any Cuban cigars, and I would like to have a few, nobody would confiscate them from me. Nobody, or they will wish they never knew me. That I can promise.

Very truly yours, Irv Golden Phoenix, Arizona

P.S. This letter consumed a full bottle of dry white grenache. I would have retyped it but did not want to start another bottle of wine.

Editor's Response: Should I ever get to Phoenix, Irv, I would certainly look you up. I'd love to meet you—shoot the breeze and share a bottle of wine. In the meantime, I hope you got the box of special cigars I sent you last month. Guys like you are what make my job so great!

TASTINGS PHOTOGRAPHY BY DAN WAGNER



ROBUSTOS

HOT CIGAR OF THE 90'S

The robusto/Rothschild size cigar was selected for the premier tasting in CIGAR AFICIONADO for a very simple reason. It's the fastest selling size in tobacco shops around the world. This short, stout cigar offers the benefits of a longer, thicker cigar, that is, big flavor and cool smoke. But this size can be enjoyed in a relatively short period of time, usually 25 to 35 minutes. It's been dubbed the perfect "power lunch smoke."

As with almost all cigars, it is difficult to arrive at a generally accepted standard for a particular size. We chose robusto cigars with a 49 or 50 ring gauge, and about five inches long, give or take a half-inch. For the purposes of the blind tasting, that standard was rigorously applied. We did not want to shorten a cigar so that it might fit in anonymously with the group, or include one that could be easily picked out. We also eliminated cigars that are often called robustos but they have a 48 or smaller ring gauge.

The tasting is not meant to be all-inclusive; brands had to be widely available at retail tobacco stores. All cigars were purchased at retail outlets. We ensured that all cigars were in good condition and properly humidified. All cigars were tasted blind. The panel of tasters included four members of the CIGAR AFICIONADO editorial staff.

For the most part, robustos emphasize flavor. The thick ring gauge provides the same ratio of leaves to surface area as in larger cigars with a 50 ring gauge, thus providing the extra flavor. Despite its shorter length, a robusto still manages to maintain most of the coolness of a longer smoke. At the same time, robustos deliver a relatively high value. Because the proportions are right and the smoke doesn't get too hot, people tend to smoke them more than halfway down. You'll find yourself pushing the band further and further back to smoke a bit more of the cigar.

Whatever your pleasure in a cigar, CIGAR AFICIONADO found excellent cigars among the 23 tasted. For instance, the Cohiba Robusto emphasizes the rich, coffee flavors and finesse of this revered Cuban brand, while the A. Fuente Chateau Rothschild accentuates the delicate, elegant style of Fuente's Dominican Republic tobacco.

There's even quality at the lower end of the price scale: La Gloria Cubana makes a rich tobusto, called a Wavell, in its Miami factory with plenty of attractive coffee and spice character, and at an almost ridiculously low price of about \$1.50. Thanks to the category's growing popularity, there are some recent additions to the category: Dunhill Romanas, Davidoff Special R and Macanudo Hyde Park Cafe, all from the Dominican Republic.

Regardless of which cigar brand you choose to smoke, robustos are clearly the "hot" cigars for the 90's. They also give new meaning to the old saying, "good things come in small packages."

CIGAR ÁFICIONADO'S 100-point scale: 95-100 — classic

90-94 — nutstanding

80-89 - very good to excellent

70-79 - average to good commercial quality

Below 70 — don't waste your money

N/A = NOT AVAILABLE

ROBUSTO BLIND TASTING

COHIBA

ROBUSTO

RING GAUGE: 50 LENGTH: 5"

FILLER - CUBA BINDER - CUBA WRAPPER - CUBA CUBA

What more can we say about the cigar that put this size on the map? The Cohiba Robusto is mouth-filling with rich coffee, spicy flavors and an impressively long finish. A great business lunch cigar!

U.S. - N/A U.K. - £8.80

96



FLOR DE CANO

SHORT CHURCHILL RING GAUGE: 50 LENGTH 5"

FILLER - CUBA BINDER - CUBA WRAPPER - CUBA CUBA

This is a real insider's cigar. Regardless of their size, Flor de Canos seem to always need a year or two of box age to come into their own, and when they are right, they are grent. This is a classy smoke with fine spicy aromas and flavors. A dream to smoke.

U.S. - N/A U.K. - £5.61

96



BOLIVAR

ROYAL CORONAS RING GAUGE: 50 LENGTH: 5" FILLER - CUBA

BINDER - CUBA Wrapper - Cuba CUBA

This is an earthy, rich cigar with a lovely brown wrapper and dense spicy aromas. The flavors are opulent yet mellow with a clean finish.

U.S. - N/A U.K. - £5.50

93



PARTAGAS

SERIES D
RING GAUGE: 50 LENGTH: 5*

FILLER - CUBA BINDER - CUBA WRAPPER - CUBA CUBA

The Series D is always a very good smoke. It is a quick blast of flavor in a full-hodied style. Some bitterness on the aftertaste; may not be everyone's smoke but it is well-constructed with an ultra-even draw.

U.S. - N/A U.K. - £6.12

89



HOYA DE MONTERREY

EPICURE NO. 2

RING GAUGE: 50 LENGTH: 5"

FILLER - CUBA BINDER - CUBA WRAPPER - CUBA CUBA

One of the most popular cigars in Europe, the Epicure No. 2 is the perfect entry cigar into this category. It is a rhoroughly harmonious cigar with fine creamy aromas and delicate flavors. A joy to snoke anytime.

U.S. - N/A U.K. - £5.88

88



RAMON ALLONES

SPECIALLY SELECTED

RING GAUGE: 50 LENGTH: 5"
FILLER - CUBA

BINDER - CUBA WRAPPER - CUBA CUBA

A straightforward, easy smoke with plenty of flavor.
This cigar shows delicious light creamy, coffee flavors and a powerful finish. Try it after a hig lunch or dinner.

87

U.S. - N/A U.K. - £5.52



DAVIDOFF

"SPECIAL R"
RING GAUGE: 50 LENGTH: 5"
FILLER - DOMINICAN REPUBLIC

BINDER - DOMINICAN REPUBLIC WRAPPER - U.S.A./CONNECTICUT

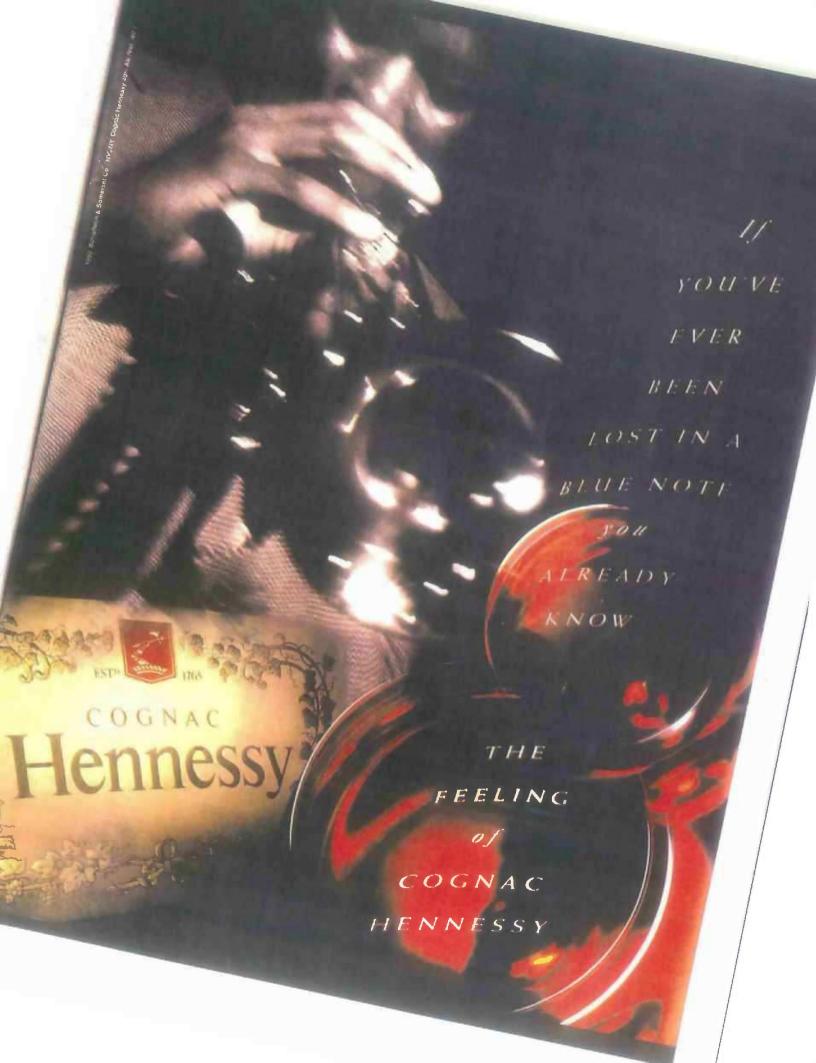
SHADE

DOM. REP.

The R looks so rich and delicious that it seems a shame to smoke, but you must. It shows complex aromas and flavors with lots of nutry, coffee character and a silky texture. This shows breeding.

U.S. - \$7.50 U.K. - £8

91



COHIBA

THE LOBBY
THE MANDARIN ORIENTAL HOTEL
HONG KONG

DOM. REP.



DUNHILL

ROMANAS VINTAGE 1987 RING GAUGE: 50 LENGTH: 4.5" FILLER - DOMINICAN REPUBLIC, BRAZIL BINDER - DOMINICAN REPUBLIC WRAPPER - U.S.A./CONNECTICUT SHADE A wonderfully elegant eigar, it is like drinking a fine glass of claret. It shows light leathery aromas and rich spicy flavors.

U.S. - \$4 U.K. - £4.45



MACANUDO

HYDE PARK CAFE

RING GAUGE: 49 LENGTH: 5.5"

FILLER - DOMINICAN REPUBLIC, JAMAICA

BINDER - MEXICO

WRAPPER - U.S.A./CONNECTICUT SHADE

A beautiful, light-brown wrapper. This robusto has an easy draw with an even burn. Soft spice flavors of coffee, cinnamon and nutmeg make an excellent medium-bodied cigar.

U.S. - \$3.00 U.K. - N/A





DOM. REP.



SANTA DAMIANA

SELECCION NO. 500 RING GAUGE: 50 LENGTHE 5"

FILLER - DOMINICAN REPUBLIC, MEXICO

BINDER - MEXICO

WRAPPER - HONDURAS SHADE

The robusto-sized Santa Damiana is a mild, elegant smoke, wonderfully constructed with a good consistent draw. Although it is on the lighter side, it shows plenty of creamy, spicy, cinnamon aromas and flavors.

U.S. - ABOUT \$5 U.K. - £3.57





ARTURO FUENTE

CHATEAU ROTHSCHILD RING GAUGE: 50 LENGTH: 4.5" FILLER - DOMINICAN REPUBLIC BINDER - DOMINICAN REPUBLIC WRAPPER - U.S.A./CONNECTICUT SHADE

What a seductive smoke. Finely constructed, A. Fuente's robusto has a nice draw and an elegant texture. It is soft and almost sweet on the palate with well-integrated herbal flavors.

U.S. - \$1.60 U.K. - £3.95







H. UPMANN

PEQUENOS 100 RING GAUGE: 50 LENGTH: 4.5" FILLER - DOMINICAN REPUBLIC, BRAZIL **BINDER - DOMINICAN REPUBLIC** WRAPPER - CAMEROON

This is a good, all-around robusto. With a dark brown wrapper, it is very well-made and gives a good draw. Attractive rich espresso flavors and a medium finish.

U.S. - \$1.50 U.K. - N/A



PLEIADES

PLUTON

RING GAUGE: 50 LENGTH: 5" FILLER - DOMINICAN REPUBLIC **BINDER - DOMINICAN REPUBLIC** WRAPPER - U.S.A./CONNECTICUT SHADE

Very fresh and lively, this cigar is well-made with a consistent, good draw. It has lovely earthy aromas and mild, creamy flavors. This is a very harmonious smoke.

U.S. - \$4.75 U.K. - N/A



DOM. REP.

DOM. REP.



ASHTON

MAGNUM

RING GAUGE: 50 LENGTH: 5" FILLER - DOMINICAN REPUBLIC BINDER - DOMINICAN REPUBLIC

WRAPPER - U.S.A./CONNECTICUT SHADE

A clean well-made cigar, it is very mild with grassy, earthy aromas and flavors. If you are looking for an easy-to-smoke, no nonsense cigar, try this.

U.S. - \$2.50 U.K. - N/A



DOM. REP.



JUAN CLEMENTE

ROTHSCHILD

RING GAUGE: 50 LENGTH: 4 7/8" FILLER - DOMINICAN REPUBLIC BINDER - DOMINICAN REPUBLIC WRAPPER - U.S.A./CONNECTICUT SHADE This smokes very fast. Firmly constructed with a hard draw. It has simple flavors on the palate and an earthy finish.

U.S. - \$4.40 U.K. - £3,73

THE GRANDEST MARNIER. Grand Marnier Cent cinquantenaire, an exquisite blend of specially aged cognac with a distinctive hint of wild oranges, was created to commemorate the 150th anniversary of Grand Marnier. Available in a very limited edition. It is the quintessential gift.



-800-CHEER-UP. (Except whore prohibited by law.) Product of France. Made with line cognacibrarity 20 proof. 4-1927 Caribon Importers. Ltd., Teaneck, N.J.

	HOND	URAS
	PUNCH ROTHSCHILD RING GAUGE: 50 LENGTH: 5° FILLER - HONDURAS, DOMINICAN REPUBLIC, NICARAGUA BINDER - U.S.A. WRAPPER - ECUADOR	It looks like a rich maduro, with a very dark brown wrapper and solid construction. This cigar has lots of peppery, nutty flavors and a delicate finish. U.S \$7.50 U.K N/A
	HOND DON TOMAS ROTHSCHILD RING GAUGE: 50 LENGTH: 4.5* FILLER - HONDURAS BINDER - HONDURAS WRAPPER - HONDURAS	This is a very nice everyday cigar. It is a little hot on the draw with light texture, but the palate shows medium bodied, spicy flavors and a light finish. U.S \$1.55 U.K N/A
	HOND DON RAMOS RING GAUGE: 50 LENGTH: 4.5" FILLER - HONDURAS, DOMINICAN REPUBLIC, ECUADOR BINDER - U.S.A. WRAPPER - ECUADOR	Attractive and pleasant, the Don Ramos has light grassy aromas and delicate coffee, dusty flavors. It draws well although a little quick. Overall, a pleasing smoke. U.S N/A U.K £2.71
LA IXWICTA	HOND LA INVICTA MAGNUM #2 RING GAUGE: 50 LENGTH: 4.5" FILLER - DOMINICAN REPUBLIC, NICARAGUA, HONDURAS BINDER - ECUADOR WRAPPER - U.S.A./CONNECTICUT SHA	A quick easy smoke is the best way to describe this cigar. Very fast draw with nutty aromas, it is medium-bodied with rather neutral flavors. Nothing not to like about it but not much to get excited about. ADE U.S N/A U.K £2.81
	U.S LA GLORIA CUBANA WAVELL RING GAUGE: 50 LENGTH: 5" FILLER - DOMINICAN REPUBLIC, NICARAGUA, ECUADOR BINDER - NICARAGUA WRAPPER - ECUADOR, SUMATRA	This is one of the best buys in premium cigars. Extremely well-made and beautiful to look at, this is a wonderful smoke. Good medium draw, it has alluring flavors of coffee and spices with a long finish. A great smoke. U.S \$1.50 U.K N/A
Ó	U.S LA HOYA SELECTA PALAIS ROYAL RING GAUGE: 50 LENGTH: 4.25° FILLER - DOMINICAN REPUBLIC, BRAZIL, MEXICO BINDER - DOMINICAN REPUBLIC WRAPPER - U.S.A./CONNECTICUT SHA	Inconsistency hurts this cigar. The wrapper is uneven and the entire cigar is loxsely rolled. It smokes too fast and gives very grassy, strawlike flavors. Not a complete write off, but it could be better. ADE U.S \$1.70 U.K N/A
	NICAR JOYA DE NICARAGUA CONSUL RING GAUGE: 52 LENGTH; 4.5° FILLER - NICARAGUA BINDER - NICARAGUA WRAPPER - NICARAGUA	A solid robusto. This is well-made with a light brown wrapper. It burns a little fast but it is very even. Flavors are mild and nutty. A lovely afternoon cigar. U.S \$1.75 U.K £2.35
	MEX TE-AMO TORITO RING GAUGE: 50 LENGTH: 4.75" FILLER - MEXICO BINDER - MEXICO WRAPPER - MEXICO	If only this cigar was not so tightly rolled. We loved the aromas and flavors, but it was difficult to draw. The wrapper was rather rough. It shows attractive dark chocolate, pepper and spice flavors. U.S \$1.70 U.K N/A

ESSAY

WALKING MY CIGAR



 ${\sf E}$ ach evening after dinner, accompanied by my two dogs, I stroll onto Park Avenue to walk my cigar. My cigar is the same color as my dogs, and my dogs are also drawn to its smell; they leap up my legs as I light it, prior to our walk, with their nostrils widened and their eyes narrowly focused with the same greedy stare I see whenever I offer them milk bones or a tray of spicy canapés left over from one of our cocktail parties. Were my cigar not so expensive, and were I not certain that they would eat it, I might offer them a puff, for I'm sure they would appreciate the after-dinner pleasure much more than most of my friends.

Too many of my friends, including my wife—who incidentally, smokes cigarettes—have been swayed in recent years by the insidious campaign against cigar smoking, and this has affected my otherwise admirable disposition. It has made me defensive at times, argumentative, even an

activist against America's anti-smoking lobby—which is really ridiculous, because I'm basically a non-smoker myself. Except for my single after-dinner cigar.

I look forward all day to my nightly cigar, much as I looked forward to dating Scandinavian airline stewardesses, back in my early days of bachelorhood in the 1950s. In those days, nearly all stewardesses were beautiful, and the Scandinavians were additionally reputed to be sexually adventuresome (except for those stalwart moralists that I unfortunately came to know). This was also a period of such widespread tolerance for tobacco that it was even lawful to smoke cigars on airplanes. While I was not a smoker back then, I recall inhaling and enjoying the rich aromatic fragrance of other men's cigars as I sat on airplanes and in restaurants; and from these men's expensive style in dress, and their self-assurance, I saw them as part of a privileged breed



IN MY CASE, I COULD NOT BLAME
WOMEN ENTIRELY FOR THE COOL
RECEPTIONS ACCORDED TO MY
CIGARS. JUST AS MANY MEN
HAVE GROUSED ...

that, only because they were much older than me, did I experience no envy.

Not only were they older, but they tended to be portly and jowly, although such characteristics in the 1950s were somewhat in fashion among male members of the Power Elite. The most respected among the elite's portly, jowly, cigar smoking clubmen in those days was Sir Winston Churchill, England's World War II leader, a crusty old gent who stood before cheering crowds with his hands in the air, waving his cigar along with his V-sign, which his fellow cigar smokers could well have interpreted to be the twin

symbols of the Free World over the brutal forces of regimentation.

Cigar smoking took on a more youthful and romantic image after 1960 with the elevation to the Presidency of John F. Kennedy, who often appeared in public puffing on one of his favorite Havanas; and this was when I, and some of my colleagues

in the newspaper business, also indulged for the first time. From a journalist friend of mine who covered politics in Washington, I was able to obtain the best in Cuban cigars before and during America's lengthy embargo on all Cuban products. I especially remember the gift box of Havana Churchills my friend sent me after the birth of my first daughter in 1964, and a second box after the arrival of my second daughter in 1967. Even more fondly do I recall in later years how my little girls would argue each night over whose turn it was to wear the "ring" after I had removed it from one of my after-dinner cigars—a ritual that not only introduced them to the blissful effluvium of a superior smoke, but which inculcated within them as well an appreciation and respect for the pleasure it brought me.

That their loving response toward me and my cigars continues to this day, decades after their final fight over paper rings, makes me

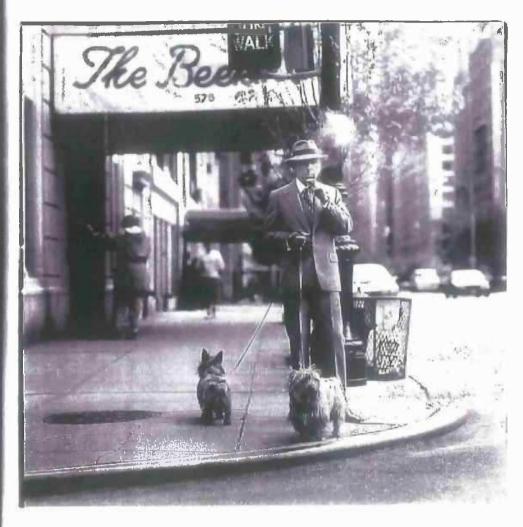




The first name in cigars



wonder if some women's repugnance of cigar smoking might have less to do with a cigar's smoke or smell than with their personal relationships with the first man in their lives who indulged in the



... EVEN THE STREETS

DO NOT GUARANTEE

A GREEN LIGHT

FOR CIGAR SMOKERS.

habit. Since the public outcry against cigar smoking, which is an all-but-exclusive male practice, has been accelerated during these recent decades that have also witnessed the increased emphasis on women's rights, it has occurred to me that there might be some connection.

This could well be the case in my own home. My wife of 30-plus years, who never complained of cigar smoke during the first half of our marriage, has, since her subsequent promotions in the business world, shown an assertiveness against my nightly habit that has driven me out into the streets, there to seek acceptance and tolerance in the polluted evening air of New York, with my dogs.

And yet even the streets do not guarantee a green light for cigar smokers. I was made aware of this one recent evening as I passed a sidewalk cafe on Madison Avenue, and suddenly noticed that two female diners were not only holding their noses but were waving their hands over their plates of food

and wine glasses as ways of nullifying what they presumably feared to be the floating poison of my cigar smoke. And, just as I passed their table, one of the women exclaimed: "Ugh."

"Are you referring to my cigar, madam?" I asked, pausing to remove my \$7 Macanudo Vintage No. I while pulling back on the leash of my growling Australian terriers.

"Yes," she said. "I find it offensive. In fact, it stinks."

She was a blondish women in her early thirties, bespectacled and of a lean and dour mien, but hardly unattractive; she wore a pair of Indian beads draped over her slender neck, dangling halfway down her yellow gingham blouse, and she had on a beige linen jacket with a button on the lapel reading: "Pro-Choice."

"This is a public street, you know," I said.

"Yes," she said, "and I'm part of the public."



I was tempted to inhale and blow smoke in her direction, which hardly would have downgraded the air quality of the avenue, where the soot from the uptown buses and cars had already turned the cafe's white tablecloths toward shades of battleship gray and navy blue. But I noticed that the woman's companion, who had not ceased waving her hands over her dinner, had now drawn the attention of the waiter, and some people at the next table; and suspecting I'd have few allies in this crowd, I allowed my dogs to pull me further uptown.

Puffing deeply on my cigar, which now seemed to have turned into

a hotter smoke, I thought more about the social ostracism confronting cigar smokers.

Was it indeed motivated Ьv female sexism? Have some angry members of the Women's Movement defined cigars as a vestige of that bygone male era of male clannishness and exclusivity? Are some of these women getting back ut their cigar-chomping, tough-minded, sexist fathers who, refusing to pass on the lucrative family business to a worthy daughter, favored instead an incompetent son? What would

GAY TALESE WITH FRIENDS

Sigmund Freud, an inveterate cigar smoker, say to all this? Would he identify the cigar as a phallic symbol that contemporary women both envy and loathe?

No, no, I decided; in my case I could not blame women entirely for the cool receptions accorded to my cigars. Just as many men have groused about my cigars: for example, many doormen whose hostile stares I've seen whenever I've paused to relight my cigar under the marquees of their apartment houses or hotels; and those taxicab drivers who, spotting me on rainy nights waving toward them with my cigar extended, have sped past me while giving me the finger. And I should also mention that New York's restaurants, which are overwhelmingly owned and operated by men, have led a vigilant campaign against cigar smokers that contrasts with their

relative permissiveness toward cigarette smokers who are allowed to light up in designated areas. The restaurateurs' strict boycott of cigars extends also to those who smoke pipes, I might add. But what do I care about pipe smokers?

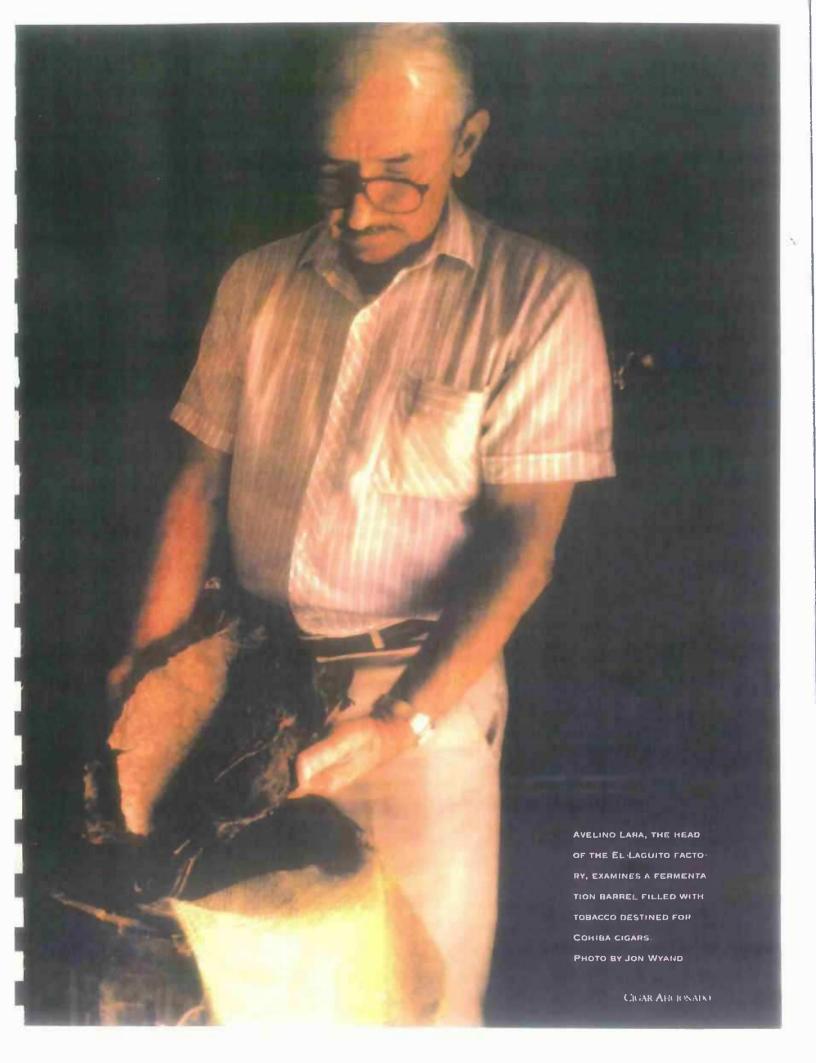
And yet there is one famous New York restaurant that (in addition to '21') does welcome cigar smokers, and this is owned and operated by a woman! She is Elaine Kaufman, the proprietress and social lioness of Elaine's on Second Avenue, a bastion of democracy that is favored by writers and other advocates of freedom. As long as her patrons do not criticize the food, Elaine allows them to do pret-

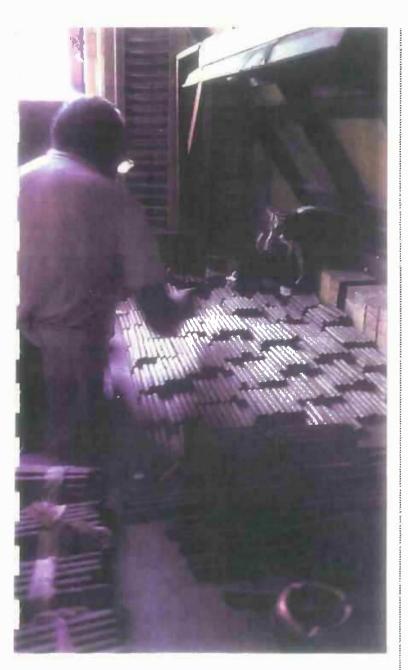
ty much as they wish in her restaurant; and if anybody complains to her about the cigar smoke, she promptly points them in the direction of a doorway leading into a sideroom, which the regulars call "Siberia."

Still, the liberty available to cigar smokers at Elaine's and a few other restaurants hardly refutes the fact that the cigar is becoming increasingly a less portable pleasure; and, in my view, this is but one symptom of a growing neo-Puritanism and negativism that has choked the nation with codes of correctness, and has

led to greater mistrust between the sexes, and has finally, in the name of health and virtue and fairness, reduced options and pleasures that, in measured amounts, had once been generally accepted as normal and natural.

"When America is not fighting a war, the puritanical desire to punish people has to be let out at home," the writer Joyce Carol Oates explained years ago, referring to literary censorship. But this applies to restrictions of every kind, including the current edicts against my humble cigar—out of whose smoke my paranoia rises each night, and does not evaporate even when I take a final puff and toss the butt into the street, signaling to my dogs that our nightly walk in the outdoors is over.





A SORTER SEPARATES FRESHLY MADE COHIBA CIGARS BY COLOR OF THE OUTER WRAPPER LEAF. PHOTO BY JAMES SUCKLING

Especial and Lanceros, both 38 ring gauge by six and seven and one-half inches long, respectively. The thick Robusto at 50 ring gauge and five inches long goes for £8.80 (\$16.30) while the longer Churchill-sized Esplendido carries a price of £13 (\$24).

"The pricing is totally correct," said Lara, whose monthly salary may only cover the U.K. retail price of a box of 25 Lauceros. Luckily for him, he has an unlimited personal supply. "I buy the best quality tobacco for Cohiha, and the tobacco I select may cost three times the price per ton than other tobacco. It takes three

years for the cigar to be produced and sold. Cohiba is the best cigar in the world. So, it has to be expensive."

The tobacco for Cohiba, like nearly all other premium Cuban cigar brands, comes from the heart of the Vuelta Abajo, about 100 miles southwest of Havana. Lara makes dozens of trips a year to this lush region of deep, red-brown soil and drooping green palm trees. He visits vegas or plantations near the towns of San Juan y Martinez and San Luiz to select the best tobacco. Selection begins during the harvest in February when the first silky green leaves of the tobacco plants are picked and continues through the various steps of production.

"There are only two people in Cuba that know the names of the vegas used for Cohiba," said Lara, playfully drawing on his Lanceros with a satisfied grin. "It is a great secret. Only myself and Francisco Torano of the Ministry of Agriculture know."

He said that the ten vegas used for Cohiba comprise about 700 acres, a tiny percentage of the roughly 98,800 acres planted to tobacco for last year's harvest in the Pinar del Rio district. Lara did admit, however, that Cuba's most legendary vegas, El Corojo and Hoyo del Monterrey, supply Cohiba along with the well-known Santa Damiana plantation. On average, he selects tobacco from five of the ten vegas, each harvest depending on the quality of tobacco available.

The production in the Vuelta Abajo for Cohiba is the same as for other brands. The tobacco, depending on its strength and quality, is dried and fermented twice in various warehouses which dot the countryside of the region. This drying and fermentation process, according to Lara, reduces the tar and nicotine in the tobacco as well as changes its color from green to various shades of brown.

Some tobacco may be aged for more than 18 months during these processes. In addition, all the tobacco is classified by color and by strength during this period.

Fermentation is a unique factor in Cohiba cigars. While tobacco for other cigars only undergoes two thorough fermentations, the leaves for Cohiba go through a third fermentation at the El Laguito factory. All the key types of tobacco—the ligero, seco and volado—are fermented a third time. The leaves are stacked and fermented in small wooden barrels in dark closets in various parts of the factory. The fermentation may take as long as 18 months depending on the tobacco. Lara said that this costly process gives Cohiba cigars their finesse and refinement. Added the factory's assistant director, Rafael Guerra, "The third fermentation is nothing new. It is the old way of doing things. But it greatly reduces the nicotine and tars in the Cohiba ... we say in Cuha that those who smoke Cohiba will never die of cancer but those who don't will die of envy."

With the various types of tobacco in stock, El Laguito's cigar rollers—called *torcedores*—are given batches of leaves to cover their daily production. Each batch represents the correct blend of tobacco to produce approximately 100 to 110 cigars. Rollers can make a variety of sizes and shapes, although they generally specialize in one type of cigar for a few months at a time.

El Laguito began in 1961 as a cigar-rolling school for women. Until that time, very few women rollers existed because many of

THE SIX CIGARS OF COHIBA



LANCEROS (RING GAUGE: 38 LENGTH: 7.5")



ESPLENDIDO (47 x 7")



CORONAS ESPECIAL (38 x 6*)



ROBUSTO (50 x 5")



EXQUISITO (36 x 5")



PANETELA (26 x 4.5")

CIGAR AFICIONADO's 100-point scale:

95-100 — classic

90-94 — outstanding

80-89 — very good to excellent

70-79 — average to good commercial quality

Below 70 - not recommended

TASTING:

LANCEROS: Super elegant cigar that is always a joy to smoke. It is extremely well-made in a long, thin format. There are plenty of dark chocolate and spice flavors. A delicate finish. 94

ESPLENDIDO: What a bombshell to smoke. This cigar has unbelievable pedigree with gorgeous looks and a flawless draw. It has a perfect balance of full rich flavors and an elegant finish. 98

CORONAS ESPECIAL: An attractive coronns-sized cigar in a thinner format. Not quite up to the stellar quality of the Cohiba range but it shows very good spicy flavors and has a slightly bitter aftertaste. 87

ROBUSTO: The textbook cigar in a short, fat size. It smokes as great as it looks with lovely spicy aromas and opulent coffee, spice flavors. 96

EXQUISITO: The perfect name for a wonderful cigar. This is truly exquisite to smoke with medium-hodied coffee, spice flavors and a mellow finish. Excellent small-sized cigar, 90

PANETELA: A great little morning cigar with full flavors and a light coffee finish. This is extremely well-made. 89

TRINIDAD: THE BEST KEPT SECRET IN CUBA

Cohiha may be the El Laguito factory's best known cigar, but every month a riny number of cigars under the name of Trinidad are produced exclusively for Fidel Castro. This cigar is so secret that few individuals (until publication of this article), including executives at the government-run Cubatabaco, are aware of its existence.

TRI NUTDAI

"In order to have something special and unique for Fidel Castro, we produced this special brand," said Avelino Lam, director of El Laguito. "Other Cuban diplomats and governmental officials give away Cohiba as gifts, but nobody can give Trinidad away except for Fidel Castro."

Castro has nor smoked a cigar for nearly eight years now, but he still appreciates the value of a fine smoke. Lara was the only man he could trust to make such a special cigar since the tall, slender 71-year-old tobacco man once oversaw the production of cigars for Castro's personal consumption. "I literally slept with the cigars to assure that they had not been tampered with, and I had three rollers who made them for Fidel," Lara said, pointing to the place in his bedroom near the refrigerator where he kept the cigars.

Trinidad, the name of one of Cuba's most beautiful historical cities, is identical in shape and in size to the Cohiba Lanceros. It is long and thin measuring seven and one-half inches by a 38 ring gauge. The wrapper, or outside of the cigar, is slightly darker than the average Lancero, and it has a simple gold band with "Trinidad" printed in black in its center. Trinidad comes in a simple cedar hox of 100 cigars, and the factory produces about 20 boxes a month.

"This is a very special cigar, the Trinidad," said Lara, holding one of them in his hand. "It is better than the Cohiha. It is the selection of the selection."

—J.S.

the cigar factory owners believed that their hands were not strong enough to properly shape cigars. The owners also thought that the men would not concentrate on their work if women were present. "I had my doubts at the beginning," admitted Lara, who started the school. "But it is clear now that they are just as good as men in rolling cigars. It only took me a few months to realize this."

Lara is considered one of Cuha's greatest cigar men. His ability to select tobacco and roll cigars is legendary. The texture of a tobacco leaf, its smell, its color, they all tell Lara more than can be imagined. "Lara is a great teacher," said Guerra, who may one day take over when Lara retires. "He is the best tobacco man in Cuba. With Lara, it is like a family at El Laguito. We hope that he never retires. Everyday you learn something from him."

An almost magical ambience radiates from the Cohiba factory's light-blue, classical facade. The small ornate palace of El Laguito with its elegant grounds gives a spirit of lost aristocratic grandeur, a stark contrast to the grubby, well-worn rooms inside. Nearly 300 workers labor here each day in rooms that once were filled with the finest furniture, tapestries and paintings.

The workers produce three sizes of Cohiba at El Laguito: Lanceros, Coronas Especial and Panetelas. The factory also made the similar shaped thin cigars of Davidoff—No. 1, No.2 and Ambassadrice—until the Swiss company decided to switch its production to



AVELING LARA AND RAFAEL GUERRA, THE ASSISTANT DIRECTOR OF EL LAGUITO, HOLDING A PHOTOGRAPH OF CUBAN PRESIDENT FIDEL CASTRO. PHOTOS BY JAMES SUCKLING.

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the Dominican Republic last year. Lara said that the greatest possible care had always been taken to assure that each brands' cigars retained their blended character and uniqueness.

"Davidoff came here in 1969," said Lara, with a slight haze of cigar smoke around him. "Zino was in this very room and we decided together what the mix of the cigars would be and the sizes. We tasted various cigars and came up with the blends. Cohiba, however, was already developed at the time, and it was always the best of the two."

El Laguito is small when compared to other wellknown cigar factories such as Partagas or H. Upmann in Havana. Although it has increased significantly in size over the last decade, El Laguito's total annual production exceeds three million cigars or about one-third to one-fifth the size of a major cigar factory. The entire Cohiba range is produced here, although thick cigars such as the short Robusto and long Esplendido are made only four to five months a year in El Laguito due to production limits at the factory. About 400,000 more of these two cigars are also produced in the Partagas factory, which

receives pre-blended tobacco from El Laguito.

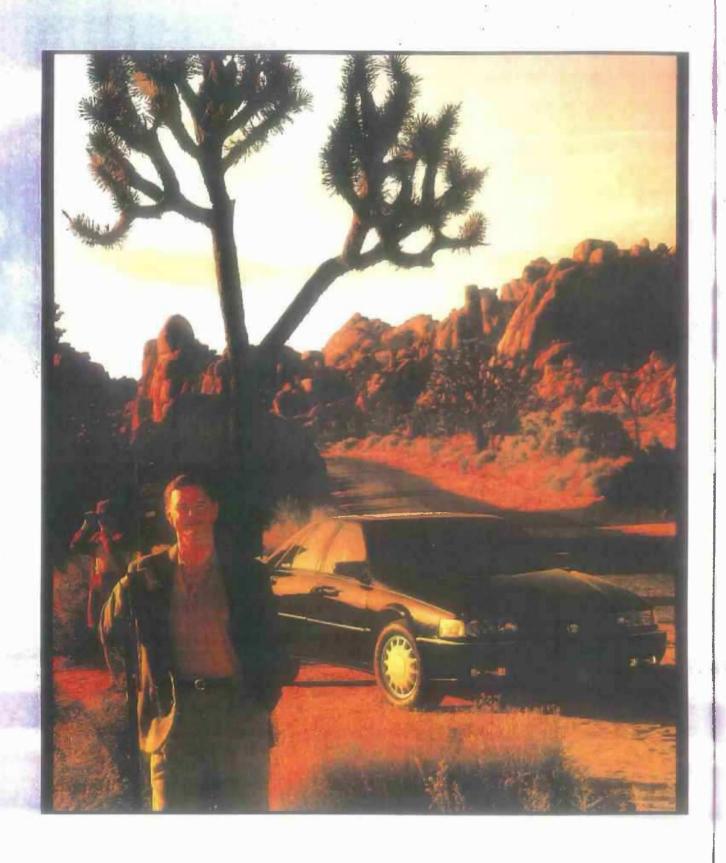
Although the production of Cohiba fluctuates each year according to the quality of the harvest, the average annual production by size is currently: 950,000 Lanceros, 700,000 Commas Especial, 260,000 Exquisitos, 390,000 Panetelas, 440,000 Robustos and 660,000 Esplendidos. "In the end, we only produce what we have in the best quality tobacco," said Lara. "If we only have enough tobacco for one million cigars that is all we will make. We do not make exceptions, Cohiba is the selection of the selection."





THE GROUNDS AND REAR ENTRANCE OF EL LAGUITO, THE FORMER HOME OF THE PRINCE OF PINAR DEL RIO, TOP; RAFAEL GUERRA WITH MEMBERS OF EL LAGUITO'S QUALITY-CONTROL TEAM.

Lara is a candid and charismatic individual. He is most at ease smoking a cigar in his simple office on the second floor of El Laguito and reflecting on cigars. He loves nothing better than to recall the days as a young child when he played in the tobacco fields of the Vuelta Abajo with his Spanish grandfather who may have told him about life in the tobacco factories so well depicted in Carmen. "I learned many things about tobacco from my grandfather," he said puffing away on his Lanceros and watching the gray smoke rise to the ceiling as he was deep in thought. "Tobacco is part of Cuban culture, and Cohiba is the best cigar made in Cuba."



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DISCOVERING

RIDLEY SCOTT,
COHIBA IN HAND, DIRECTS

by Paul Chutkow

GÉRARD DEPARDIEU IN 1492

A SOBNE FROM 1492 SHOT IN COSTA RICA, CHRISTOPHER COCUMBUS, PLAYED BY GERAND DEPARTIEU, KNEELING IN THE NEW WORLD.

COLUMBUS

HOTOGRADIN IV DAVIE THE PRINCE OF PARAMOUNT PIETSROE



GÉRARO DEPARDIEU, AS COLUMBUS, MEETS WITH A MONK, PLAYED BY FERNANDO REY, INSIDE THE LA RABIDA MONASTERY IN SPAIN.

By the morning of December 2, 1991, Ridley Scott was ready to start shouting his new movie. He was up long before dawn, racing through final details. By first light, his big Mercedes was winding its way through the narrow streets of Cáceres, past the deserted caplanade, past the adobe huts on the edge of town, and finally out onto the cold Spanish plain leading to a 16th-century villa made to look like the ancient monastery of Santa Maria de la Rabida.

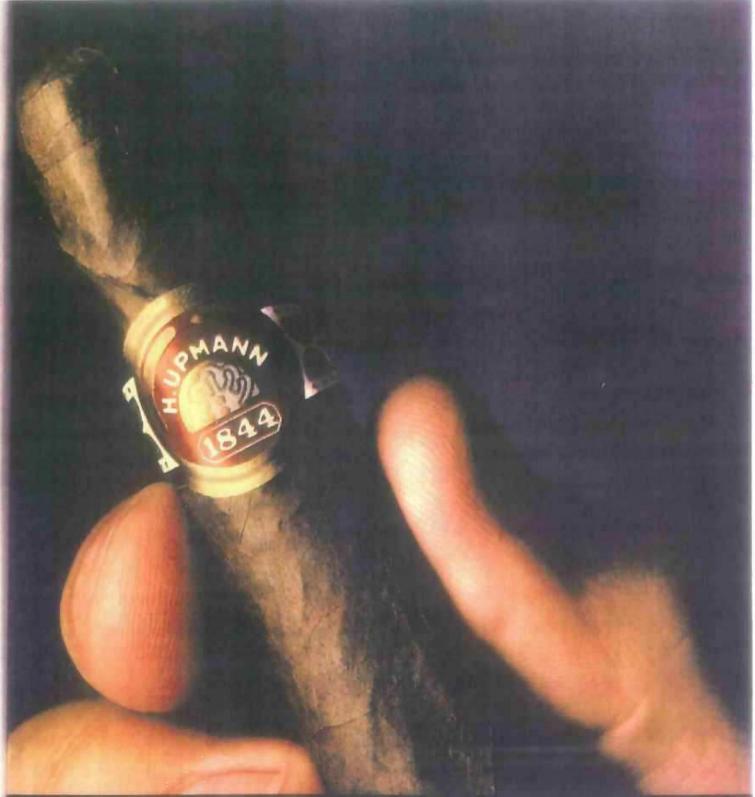
By remperament, Scott is calm, methodical and cool to the point of aloof, perhaps a vestige of his upbringing in the far north of England. No one ever accuses Ridley Scott of wearing his emotions on his sleeve. But one look at him this morning, fueled with coffee and eigerettes pacing around inside La Rahida monastery, inspecting the set, checking his cameras and lighting, commanding his crew, the celebrated director of Alien, Blade Runner and Thelma & Louise was a jungle of nerves, tightly clamped.

Etched into his face was fatigue. Dark circles ringed and puffed his eyes—so blue, so masked—and a couple of day's worth of red and gray stubble slid down his chin. Who had time to shave? Not Scott. For long months, he had been putting in marathon days and frustrating weeks, working against a terrible deadline, trying to manage a team of some 400 people, working in three different countries, on two different continents, all in an effort to plan and

shoot an adventure of epic scope and grandeur, a movie that would recreate the historic voyages of Christopher Columbus.

Once inside La Rabida, Scott moved quickly and precisely. Sharperving camera angles. Fiddling with lighting. Positioning his monks at their drafting tables, plumes in hand and eyes fixed to their maps of the world, elegantly charted out on parchment and anchored in the firm conviction that the Earth was flat. In his mind, in his sketchbook, and here on the set, Scott had already worked this crucial first scene down to its finest detail, from its color and composition to its most subtle plays of light and shadow. He composed the scene the way a classical painter would compose a manimoth canvas, one he dreamed could be a masterpiece.

Throughout Scott's career, visuals have been his greatest strength; Pauline Kael has called him a "visual hypnotist." To anyone who saw Thelma & Louise, with its majestic landscapes of the American West, it may come as little surprise that Scott trained as a painter and graphics designer at the Royal College of Art in London, often in drawing classes next to David Hockney. But this morning Scott seemed intent on finding an even richer visual vocabulary: The candles flickering above the drafting tables and the embers glowing in the fireplace bathed his scene in glimmering hues of yellow and orange, just as in the warm, intimate paintings of Caravaggio and Georges de la Tour.



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Finally, every detail in place, the mood as he wanted it. Scott signaled he was ready to shoot. "Silencio por favor! OK, boys, quiet down now," bellowed Terry Needham, one of Scott's assistant directors. "Shhh, shhh, shhh...OK, now, a little more atmosphere! Bring up the smoke..."

At once a hush fell over the converted stable and the 150 members of the cast and crew jammed inside. And then every eye on the ser turned to the far end of the monastery and focused in on a huge wooden door reaching upward like the apse of a cathedral. "Rolling....Action!" Slowly, creaking on its ancient hinges, the door inched open, and into the light came Christopher Columbus. A collective gasp rippled through the cast and crew. Columbus was cloaked in a long medieval robe the color of burnt orange with black trim, his dark blond hair flowed down over his collar, his blue-gray eyes burned with the haunted look of a man launched on a holy mission, beyond the reach of Prudence or Reason.

The impact on the set was srunning: This WAS Christopher Columbus, sprung to life. Before everyone's eyes, this rowering, mysterious historical figure, so shrouded in myth, controversy and revisionist politics, was again a real man, flesh and blood, soul and will. And perfectly embodied by France's unique gift to the world of cinema, Gérard Depardieu.

At this stage in his life, and in the script, Columbus was an accomplished navigator and explorer, with long experience in the Mediterranean Sea and along the Adantic coast of Spain, France and England. But he had been waiting an agonizing seven years for royal permission to mount his dream voyage into the pure unknown, to test his absolute conviction that the riches of the East could be reached by sailing to the West. In the halls of power in Spain, Columbus and his theory were objects of scorn and ridicule, and Columbus's patience had worn dangerously thin. Striding into the monastery, his frustration now wearing plain on his face, Columbus was greered by his friend and spiritual and political adviser, Antonio de Marchena, being played by Spain's greatest actor, Fernando Rey.

"I have something for you," said Marchena, drawing from his robe a parchment bearing a royal seal. "You are going to be heard at The University of Salamanca."

Columbus studied the letter, marveling at the idea of at last presenting his case to an official commission of the Spanish royal court. He felt a rush of hope. And of panie: "God, that is in a week!" During rehearsals earlier this morning, Depardicu's English had come out haltingly and heavily Gallicized. But now, cameras rolling, his English came out clear, fluid and slightly exotic, as befits a humble mariner from Genoa who had settled in Spain.

"Carl Good," said Scott, "Let's go again,"

By the third try, Scott thought he had a printable take. He stared at the replay in one of his video monitors. The composition and the lighting looked right, and so did the chemistry between Columbus and Marchena. And this time when Depardicu delivered his lines, with a flurry of contradictory emotions playing across his face.



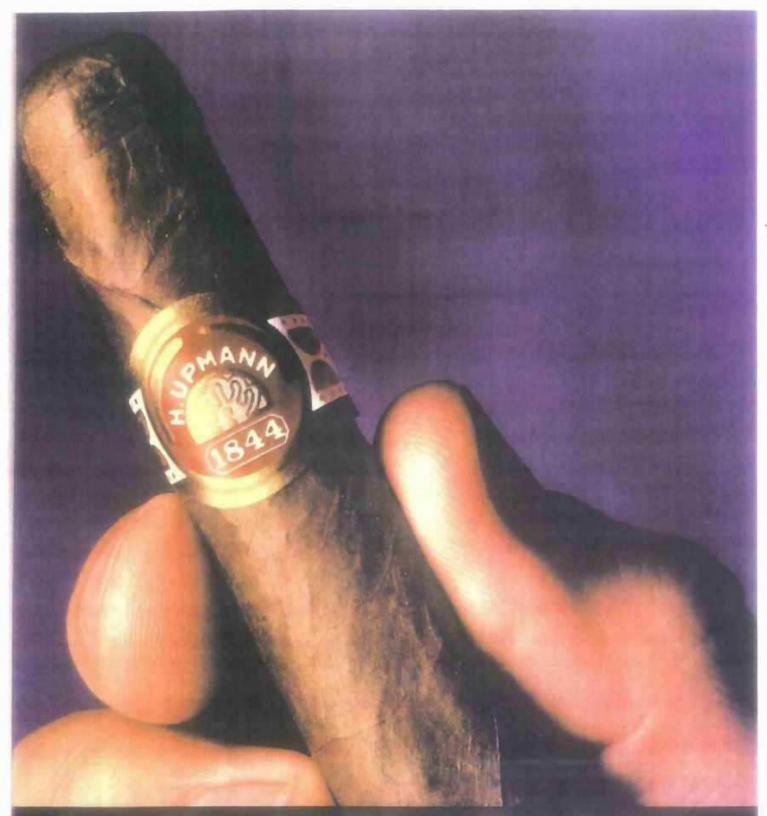
GÉRARD DEPARDIEU AS CHRISTOPHER COLUMBUS.

Scott's hand flew up to his heart. In joy. And relief. After nearly a vear of agonized planning, scripting, casting, scouting locations, building sets, outfitting ships and leading rehearsals, Scott seemed to sense that this \$45 million extravaganca just might deliver the magic for which every director dreams and works.

Ever cool, ever cautious, though, Scott was not about to call for Champagne. Still, after this successful take, on this crucial first scene, those who knew Scott well detected a sure sign of his rising spirits. He put away his cigarettes and instead put a match to his favorite cigar: a long, regal Cohiha, made from the finest Cuban tobacco. A hold smoke to launch a very bold voyage.

On the set of every major movie, this first day of shooting is always filled with tension and excitement, but 1492 carried with it unusually high expectations and risks. For Scott's telling of the story of Columbus and his voyage to America was not just a major film, it was a colossal gamble—a \$45 million gamble with implications far more daunting than budgets and global grosses.

This was to be a Hollywood-scale extravaganza, but this time financed and executed not by American studios and financiers but by Europeans, with European cultural values and European ideas about what the art of cinema should be. If 1492 succeeded, the film would be a welcome triumph for Europe and European cinema,



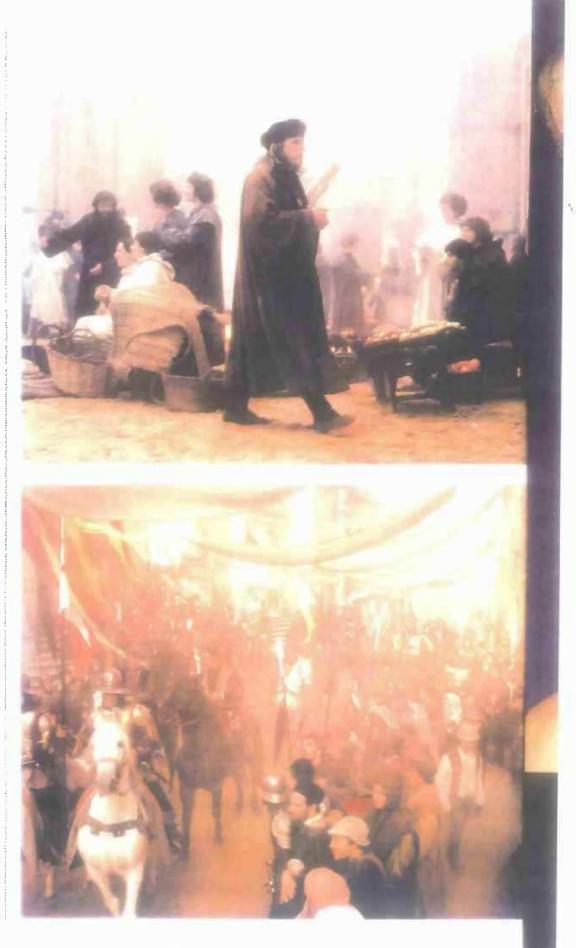
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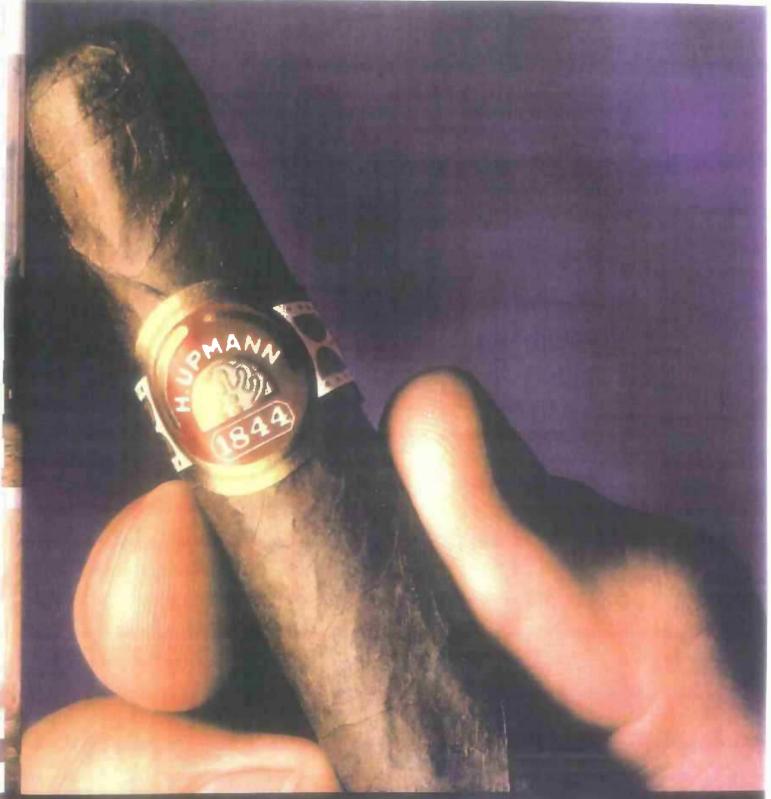
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especially at a time when more and more national film industries were feeling severely menaced by America's increasing dominance of world cinema. But if it failed. 1492 would be seen in Europe and in America as a major defeat, more proof that the Europeans, with their boutique approach to film-making, and their insistence on prizing arr over commerce, just cannot make smash blockbusters with industrialscale hudgers and international hox-office muscle.

There were other layers of risk and ambition as well. In terms of its pan-European financing and its production team, using technicians from England, France and Spain, 1492 was designed to be a prototype venture, one that could set the standard for a range of European projects to come. Scott and Depardieu had shown they could bridge the gap between European artistic values and Hollywood commercialism; could 1492 help them lead Europe into a whole new era of major filmmaking! That was the hope. But if the

RIDLEY SCOTT PECREATED
THE LOOK AND FEEL CF
15th Century Spain for
THE MOVIE 1492.





When A Cigar Can Make You Forget Havana, That's One-Upmannship

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film failed, if, in the typical Hollywood parlance, 1492 should "go down the toilet," well, then, Scott and Depardieu would surely face the heaviest flak.

But you would never know it warching Depardieu this morning. Between takes at La Rabida, the huge, rollicking Frenchman joked with his makeup team, pulled pranks on the sound specialists, friends of his from France, and he did his general best to keep everyone loose and to create a kind of family spirit and chemistry among the cast and crew. Unlike so many actors, Depardieu seems to be totally lacking in ego and pretense; he grew up in a peasant family in provincial France, and despite all his success, he is not about to become a supercilious Parisian. On the set, his warmth and clowning served as a sharp contrast and complement to Ridley Scott's aloof precision and preoccupation.

Like Depardieu, the origin of 1492 was purely French. In 1987, a young French journalist named Roselyne Bosch went to Spain on what was supposed to be a routine assignment for the French newsweekly Le Point. Bosch was doing an article on how Spain was going to fete the 500th anniversary of Columbus's voyage on behalf of Spain's Queen Isabella and King Ferdinand and for her research, Bosch went to Madrid and then further south to Seville to peek into the provincial archives.

In the two cities, like countless historians before her, she found some 40 million parchments, many never deciphered, and she found scores of letters handwritten by Columbus. Leafing through some of Columbus's books, she sometimes found notes and little drawings penned in the margins. The more she looked through his books and

papers, the more real Columbus became to her; all the mythological haze surrounding the man started to clear.

Bosch: "I was deeply moved just by seeing his handwriting and signature. Suddenly, instead of being like Santa Claus, Columbus was a human being....Sometimes in the margin of a book, he would draw a little hand pointing to a certain passage. It was very moving, and I thought, 'This ought to be a movie.' "

Indeed it seemed a natural, especially with all the hoopla planned for the 500th anniversary of Columbus's voyage. And no one, up to then, had ever brought Columbus convincingly to the screen. In 1949, Hollywood brought out a Christopher Columbus, with Frederic March in the title role, but the general assessment was that the movie was an embarrassment and certainly not what Columbus deserved. In fact, with all the renewed interest in him, it has now

become clear what a fascinating man Columbus was, no matter how disputed is the legend that he discovered America.

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While historians disagree about many aspects of his life and travels, there now seems to be a consensus that while Columbus hoped to return from The New World with gold, silk and spices, he returned with something that proved to be as valuable: tobacco. Most accounts, from historians from America to Cuba, now maintain that when Columbus visited Indian villages in the Caribbean, he found the natives smoking enormous leaves fashioned into tight rolls, an aboriginal cigar. According to some Cuban accounts, two of Columbus's crew members, Rodrigo de Jerez and Luis de Torres, were sent on a mission into the interior of what Columbus thought was the Asian mainland but was probably Cuba. There, in a peaceful village, they made what was probably Europe's first sighting of tobacco.

RIDLEY SCOTT
RUSHED HIS
CREWS AND
ACTORS THROUGH
A BREAKNECK
SCHEDULE FOR
82 DAYS IN SPAIN
AND COSTA RICA
TO HAVE THE
FILM READY
FOR A GLOBAL
RELEASE ON
OCTOBER 9, 1992.



By some historical accounts, Columbus himself was indifferent to the appeal of tobacco, so preoccupied was he by his quest for the Grand Khan and the source of Solomon's riches. But tobacco was among the curiosities and riches Columbus's ships brought back from The New World, thus introducing the pungent leaves to Europe and laying the groundwork for the tobacco industry and popular sub-culture that would develop over the next 500 years. In subsequent voyages, European explorers and traders bartered their silks and cinnamon and other spices for bales of tobacco, until the leaves themselves became a focal point of the growing transatlantic commerce.

Bosch came to see Columbus as an ideal subject for a film, a movie showing him not as a cartoon character but as a real man fueled by intellectual fervor and messianic zeal. She called a friend of hers in Paris, Alain Goldman, a French film

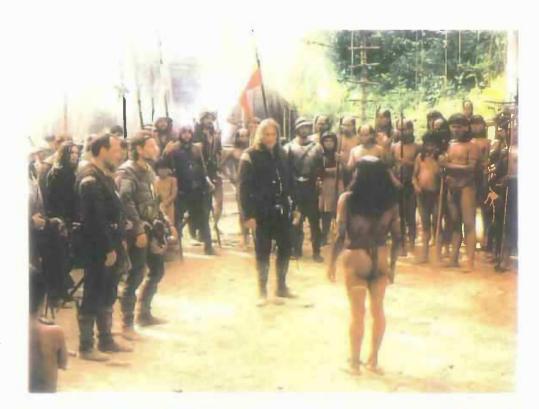
distributor. He flew to Seville for a firsthand appraisal of the Columbus material and a visit to the cathedral in Seville, where Columbus is buried. (Though there are historians who doubt the remains are actually his.) Excited by what he saw, Goldman encouraged Bosch to pursue her research, and she stayed on in Spain. Soon the two of them became partners in a fledgling film venture: he as producer and Bosch plunging into research and a conversion from journalism to screenwriting.

Initially, they envisioned doing the entire film as a French project, but they found no support among French producers. It would be too big a budget for France, the producers said, try Hollywood. Rank amateurs though they were, neophytes with little idea how Hollywood worked and French to boot, Bosch and Goldman nonetheless started knocking on the doors of American studios. And they found no encouragement. And understandably so: they had no director, no star and no track record in screenwriting or movie production. You can almost hear Hollywood executives chortling: "No star, no script; kids, kids, get real."

Bosch became very disconcerted, but then for Le Point she did a profile of the American writer Tom Wolfe. He told her about how he had come to write The Right Stuff, and of his admiration for the NASA astronauts. Bosch was inspired: "'Listen,' I told him, 'the astronauts are nothing next to

Columbus.' It was talking with Wolfe that I started to believe....And the more I read, the more I worked, the more convinced I became that Columbus was somebody people think they know, but really nobody knew. And so I felt I had to tell them."

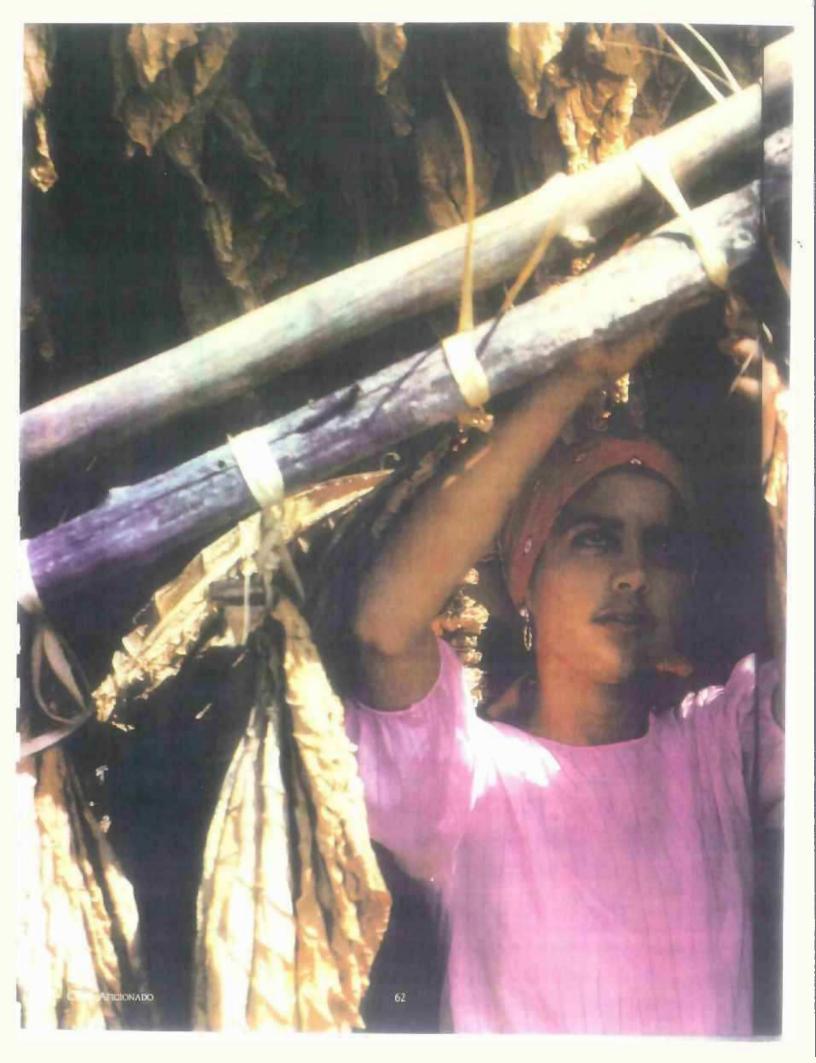
Finally, Bosch knocked on the right door: Ridley Scott. He had ideal credentials for directing Columbus: he was a European with artistic merit, commercial success and excellent connections in





SCENES FROM CHRISTOPHER COLUMBUS'S FIRST ENCOUNTERS
WITH NATIVE INDIANS IN THE NEW WORLD.

Continued on page 130



CIGARLAND

THE DOMINICAN REPUBLIC HAS BECOME WORLD'S LARGEST RODUCERS PREMIUM

by Gordon More

he black Cadillacs of former dictator General Rafael Truillo lined the entrance to the hilltop restaurant, souvenirs of a tumultuous 31-year period in the Dominican Republic's history, "This is where the General used to come to have his parties, and they've kept his cars up here to remind people," explained Carlos Fuente Sr., 57, the chairman of the cigar manufacturing company, A. Fuente & Cia. Fuente's guests chuckled at the ostentation of the General's black cars and marveled at the spectacular view from the Restaurante El Generalissimo in an area high above the city of Santiago known as Camp David. But Fuente, who makes premium cigars under the Arturo Fuente label, didn't join the laughter over the behavior of General Trujillo, who was assassinated in 1961.

Fuente's muted response revealed something deeper; he no longer feels like an outsider who can poke fun at a painful period in his adopted country's history. The Dominican

A WORKER

SELECTS

TOBACCO IN A

CURING BARN

N SANTIAGO.

DOMINICAN

REPUBLIC.

PHOTO BY

DOMINGO

BATISTA.

CIGARS

WHAT MAKES A MOMENT



AMEMORY

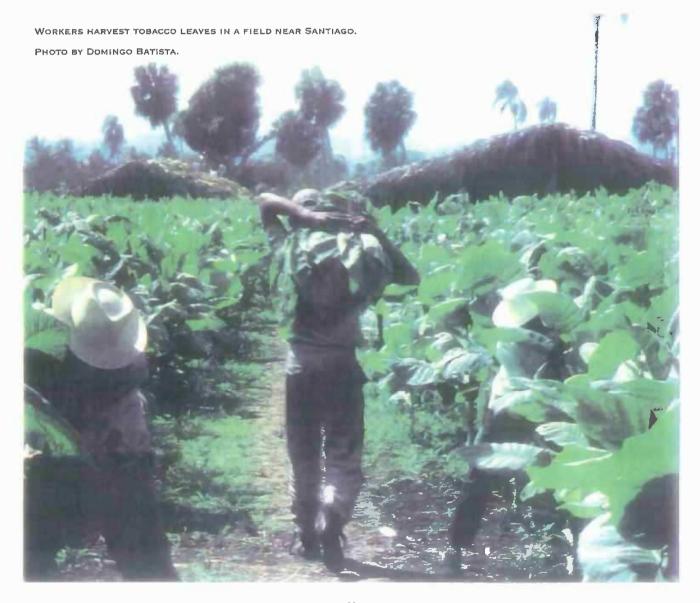


Republic is as much a home to him as any of the three other countries where the family has made cigars before. In fact, the Caribbean island nation has become home to many of the world's major cigar makers outside of Cuba: General Cigar, Consolidated Cigar, Tabacos Dominicanos, Arturo Fuente and Matasa as well as others. These companies produce a range of premium brands, mainly for the American market, including Partagas, Macanudo, H. Upmann, Don Diego, Arturo Fuente and Davidoff. For most, the journey was a simple choice based on business necessity—a place to make cigars after Fidel Castro took control of the Cuban cigar industry and the U.S. trade embargo closed the doors on Cuba in 1962. The Fuentes' tale is more complex, but their saga symbolizes the difficulties that every cigar maker has endured in the search for the perfect place to manufacture cigars.

Settling down on a terrace overlooking the twinkling lights of Santiago, the Dominican Republic's principal cigar town, the silver-haired Fuente patriarch shared the odyssey of his family in the dry monotone of a tragic story told too many times to have much emotion left in it. "We've had four factories damaged by fire," Fuente Sr.

said. "One in Tampa in 1921, another in Tampa in 1948, and one in Nicaragua in 1977, and one in Honduras in early 1979." Each one was rebuilt, or the family moved on to another country. After a failed effort to produce hand-rolled cigars in Tampa in 1979 with Cuban and Vietnamese laborers, the Fuentes almost abandoned the business altogether. "We were left with two choices. Sell out or go to a foreign country again," said Fuente Sr.

But "there was no place left to go," added Carlos Fuente Jr., 38, the patriarch's son who is the company's president. Civil wars or political instability in Central America argued against returning there. Mexico's strict foreign investment laws at the time dampened expectations of a reasonable profit. And Cuba was out of bounds. In a sense, the Dominican Republic was the only option left. Even though the Fuentes had backed out of a deal here in the 1970s because of red tape and administrative delays, the climate was different in 1980. The government was seeking investment and jobs, and the rapidly expanding free trade zones offered a plentiful labor pool, a satisfactory infrastructure and duty-free import and export.



"We mortgaged the house in Tampa and came here," Fuente Sr. said. "We arrived with an old typewriter and set up an office." His son chimed in: "We rented the building on May 1, 1980 and on May 7, I moved here with my wife and younger son. We hired seven people, brought a bunching machine from Tampa and on September 4, 1980 we started making cigars."

The Fuentes' arrival in 1980 coincided with a turning point in the cigar industry's history in the Dominican Republic. Matasa had launched a premium cigar operation on a small scale in 1974. Two years later, General Cigar established a leaf processing facility for all kinds of cigar tobacco but primarily for wrapper leaves. General Cigar's investment foretold the coming of the cigar boom.

By 1976, the Dominican Republic still only exported about five million cigars to the

United States. When General Cigar expanded into a cigar manufacturing facility in 1979, exports had risen to 11 million. But between 1979 and 1981, when Consolidated Cigar moved its operations from the Canary Islands to La Romana on the Dominican Republic's southeast coast, export production more than tripled as shipments to the United States rose to 33 million cigars.

The transition from a tobacco processor to a mass producer of premium, hand-rolled cigars was virtually complete, and the country's cigar reputation began to build. The Dominican Republic shipped more than 52 million cigars to the United States in 1990 and accounted for an estimated 47 percent of the American premium cigar market.

Most of the cigar tobacco grown on the island is produced in the Cibao river valley, where Santiago is located. The cigar manufacturers have established long-term contracts with farmers to ensure a steady supply and a consistent quality of Dominican tobacco. The island's tropical climate with predominantly hot days and high humidity creates ideal conditions for growing tobacco, and the fertile soil of the river valley contributes to the excellent quality of tobacco leaves grown there. The combination of heat and humidity also aids in the manufacture of cigars because those elements make it easier to keep cigars at a proper moisture level.

Cigars consist of three basic types of tobacco leaves. The filler leaves are the heart or center of the cigar; most cigars use two to four different types of tobacco to create the filler blend. Once put together, it is known as the bunch. The bunch is bound with a separate tobacco leaf known as a binder. Finally, a delicate tobacco leaf, known as the wrapper, is placed around the outside of the bunch. Despite the Dominican Republic's production of filler and binder tobacco leaf, imported cigar tobacco remains a staple in Dominican brands: Brazil, Ecuador, Mexico, Honduras, Cameroon and Nicaragua are the main sources, but other countries also supply



A CIGAR ROLLER PUTS FINISHING TOUCHES ON A PARTAGAS AT THE GENERAL CIGAR FACTORY IN SANTIAGO'S FREE ZONE. PHOTOGRAPHS BY MARVIN R. SHANKEN.

leaves. All wrapper leaves come from outside the Dominican Republic, including the United States, Cameroon, Mexico and Ecuador. To date, efforts to produce a high-quality wrapper in the Dominican Republic have been unsuccessful.

The cigar factory owners and managers are gregarious, friendly people, bursting with Latin hospitality. In the small world of towns like Santiago, and countries like the Dominican Republic, the key players know each other well, and meet frequently at social and professional gatherings. Benjamin Menendez, a vice-president overseeing General Cigar's operation in the Dominican Republic, plays tennis regularly, for instance, with Manuel Quesada, the owner of Matasa. But they have drawn the line at business. Said Menendez: "I love Manolo like a brother, and he has proven that he is a brother, but he has never been in my plant, and I've never been in his."

The secretiveness may be justified. Each of the five major manufacturers in the Dominican Republic operates its factory differently, using different techniques and quality control processes, some of them developed through years of trial and error. As a result, the tobacco factories are studies in contrast. They range from the efficient corporate operations of Consolidated Cigar and General Cigar to the family feel of the Fuentes' plant to the traditional, almost quaint scale of Manuel Quesada at Matasa and Hendrik Kelner at the Tabacos Dominicanos factory where Davidoffs are made.

THE CIGARS OF CONSOLIDATED

The La Romana free zone seems like an unlikely manufacturing center. Nestled next to one of the world's largest and most luxurious resorts, Casa de Campo, the road past the factory entrance is jammed with golf carts, horses and taxis. Palm trees hang over the high, barbed wire fence. The resort atmosphere ends at the main gate, however, where guards check incoming and outgoing cars and





A PACKER AT THE CONSOLIDATED CIGAR FACTORY INSPECTS CIGARS BEFORE BOXING.

GILBERT CUFF SUPERVISES THE ROLLING OPERATIONS AT CONSOLIDATED CIGAR'S FACTORY IN LA ROMANA.

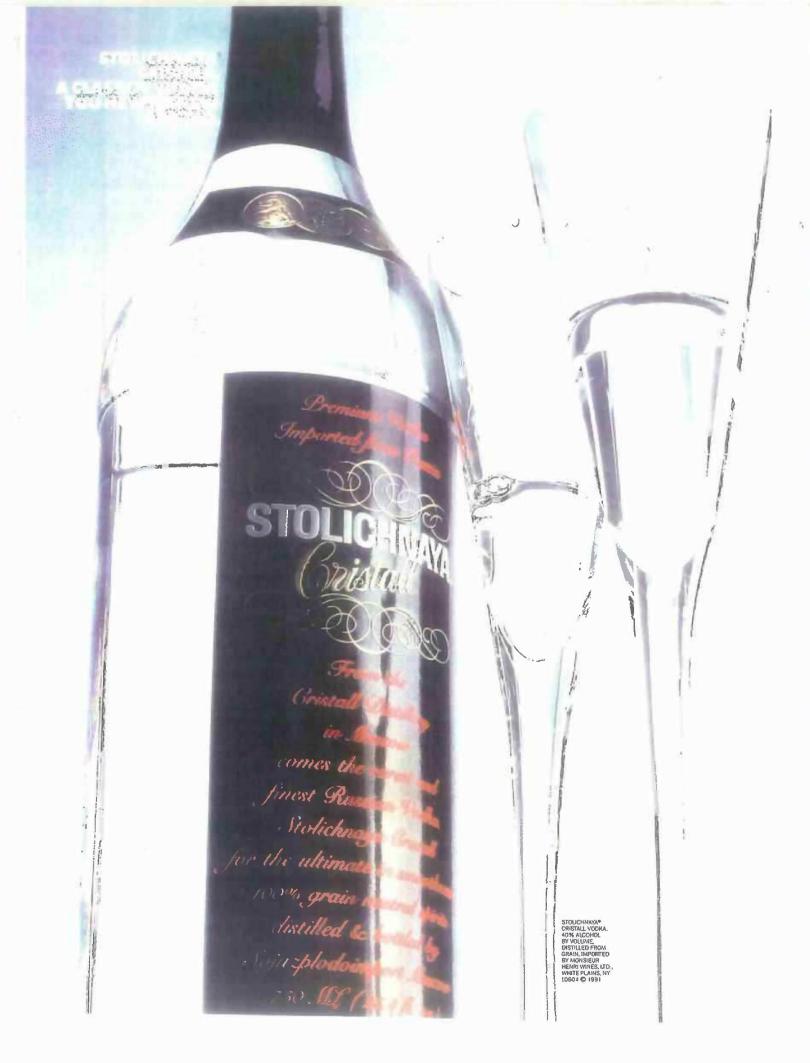
trucks for contraband. Inside the compound, housed in several non-descript concrete warehouses, is Consolidated Cigar's premium cigar operation, Tabacalera de Garcia. The factory was set up by the Gulf & Western Corporation, after it pulled Consolidated's operations out of the Canary Islands in 1980. The company went through several ownership changes before management did a leveraged buyout from Revlon's Ron Perelman in 1988.

Consolidated now exports about 18 million cigars a year from this facility; it's the only major premium cigar facility outside of the Santiago area. Brand names produced here include H. Upmann, Henry Clay, Don Diego, Primo del Rey and Royal Jamaica, and non-branded items shipped as bundled cigars as well as private label brands including Dunhill's entire line of Dominican cigars including Monte Cruz. The Consolidated factory uses 24 different tobacco leaves in the production of its premium cigars. Large sections of the warehouse are spilling over with filler leaves from Brazil, Java and the Dominican Republic. Binders are imported from Indonesia and Mexico. Wrappers come from Cameroon, Connecticut, Mexico, Nicaragua and Brazil.

Dick DiMeola, the executive vice-president and chief operating officer of Consolidated, echoes the same sentiments as his competitors in the Dominican Republic. Strolling through his plant, DiMeola's imposing six-foot, three-inch presence is a counterpoint to his calm, studied comments about his cigars: "We like to think we are making the best cigar we can right now." But DiMeola, who has over 30 years experience in the cigar industry, is also experimenting with new blends constantly, and working on methods to improve the construction quality of every cigar that leaves the factory. When he took over responsibility for the factory, DiMeola said, "We threw tradition out and said stop doing things this way just because the industry did them this way....100 years ago."

Innovation is a given at the Consolidated factory, although some might argue the company has turned tradition on its head. The company has placed the bunchers, who combine the different tobacco leaves into the central filler for the cigar, on one side of a huge football field-sized room and the rollers, who put on the wrapper leaf, on the other side. More than 400 people work in the cavetnous toom with a ratio of about three rollers for every two bunchers. Most other factories use a process once popular in Cuba with one or two bunchers working for one roller, or they still rely on the traditional Cuban method in which one person fabricates the entire cigar from the bunch to rolling the wrapper leaf around the cigar.

In the Consolidated system, however, quality control stations have been set up at each stage of the process. As many as eight to twelve times a day, three bunches are randomly selected from each buncher and weighed; on a chart above each buncher is a grid with grams and small colored pins to signify each finished bunch—two red pins, which signify average weights outside the quality control parameters, and a person will get a visit from a supervisor for some hands-on remedial work. When the system began, up to 35 percent of the bunches were being reworked, but the percentage is now down to 10 percent, DiMeola said, and the goal is five percent. Each buncher can do up to 400 cigars a day depending on the cigar



size, but most finish between 200 to 250.

Consolidated's biggest innovation is to test every bunch of a handmade cigar for suction, or draw. "The biggest complaint from consumers is about draw," DiMeola said. He added that you can underfill cigars to compensate but the cigar tastes hot and harsh. "Some of our competitors have 20 percent of their cigars plugged, but our rate is down to 1.8 percent because of the system we installed," DiMeola said. He refuses to let pictures be taken of the device that Consolidated created to allow quick, efficient testing of every cigar.

After the suction station, according to Jose Seijas, the

general manager of the Consolidated plant, the production process and quality control rely on the same procedure as every other cigar factory: touch and feel. Seijas mirrored DiMeola's intensity and his unwavering scrutiny of the rollers didn't miss a beat, even as he gave a running description of the cigar-making process. As Seijas walked among the rollers, he spotted a blemished wrapper already on a cigar. He picked it up, showed it to the roller and the cigar was rejected. Every roller is responsible, Seijas said evenly, with determining whether a bunch meets quality control standards before wrapping it. Within hearing of Seijas' explanation, a row of rollers grasped the rough bunches in their hands, caressing the entire length with a firm grip checking for soft spots or plugs. "If they see a bunch or a cigar that doesn't meet specifications at any stage now, they must reject it," said Seijas.

THE GENERAL GOOD

The sorting room in General Cigar's tobacco leaf processing facility was bathed in a sharp, fluorescent light filtered through a haze of fine mist that keeps the room at a constant 80 percent humidity, but also leaves an eerie bluish-green tint in the air. The facility, in the same duty-free zone, receives tobacco from all over the world for further evaluation and reshipment; some goes to General Cigar's other manufacturing locations, and some to other cigar makers.

About 60 sorters and leaf graders stood at their wooden tables studying each leaf quickly, stacking some or throwing away others with tears or major blemishes. The process seemed almost automatic as the workers judged each leaf and placed them gently in one pile or another, smoothing them out into an even layer. After sorting, the leaves are boxed or packed for shipping or for another round of fermentation. Angel Daniel Nunez, the general manager of



DICK DIMEOLA, EXECUTIVE VICE-PRESIDENT OF CONSOLIDATED CIGAR, AND JOSE SEIJAS, VICE-PRESIDENT, GENERAL MANAGER OF TABACALERA GARCIA IN LA ROMANA, TEST NEW BLENDS FOR CIGARS.

the General Cigar operation in Santiago's free zone, said, almost reverently, "By the time these wrapper leaves are made into cigars here, they will have been handled 39 times."

Handmade is virtually a religious mantra in the premium cigar industry, but nowhere is it more evident than in General Cigar's facility. The entire operation includes everything from initial leaf processing to the final stage of rolling and packaging. All of the company's Partagas production takes place here, as well as about 40 percent of the Macanudos; two other brands, Canaria d'Oro and Black Watch are also made here. (The majority of Macanudo cigars are still made in Jamaica.)

In one morning's tour, General's process was laid out in detail. Nunez, a tobacco fermentation expert, said the overall concept of growing and aging tobacco is quite simple: "You take six weeks to germinate the seeds, six weeks to grow the plant, six weeks to harvest, six weeks to dry and cure and six weeks to ferment for the first time. We call it the magic sixes." General Cigar also uses a third fermentation process for some of its Macanudo cigars, a step that Nunez said makes them even smoother tasting. "The tobacco will tell you. We don't push it or rush it," Nunez said, in describing how to judge the right moment to end a fermentation by the rise and then the drop in temperature inside the fermentation bale. "The tobacco will tell you when to take it out, and when to bale it."

Benjamin Menendez, the vice-president of premium cigar manufacturing for General Cigar, probably embodies the meaning of cigar man as much as anyone in the business. His family owned the H. Upmann factory in Cuba as well as the Montecristo brand. But the family fled the country shortly after the factory was seized by Fidel Castro in 1959. Often, his descriptions border on the sensuous, with



THE SORTING ROOM AT GENERAL CIGAR'S LEAF PROCESSING FACILITY IN THE SANTIAGO FREETRADE ZONE.

THREE GENERAL CIGAR
COMPANY EXECUTIVES
AT THEIR FACTORY IN
THE DOMINICAN
REPUBLIC. FROM LEFT,
JOHN RANO, VICE-PRESIDENT, ANGEL DANIEL
NUNEZ, GENERAL MANAGER, BENJAMIN MENENDEZ,
VICE-PRESIDENT.
PHOTOGRAPHY BY
MARVIN R. SHANKEN.

talk of women lacing every phrase. "When you are looking at good tobacco," Menendez said, "you never get tired of caressing it."

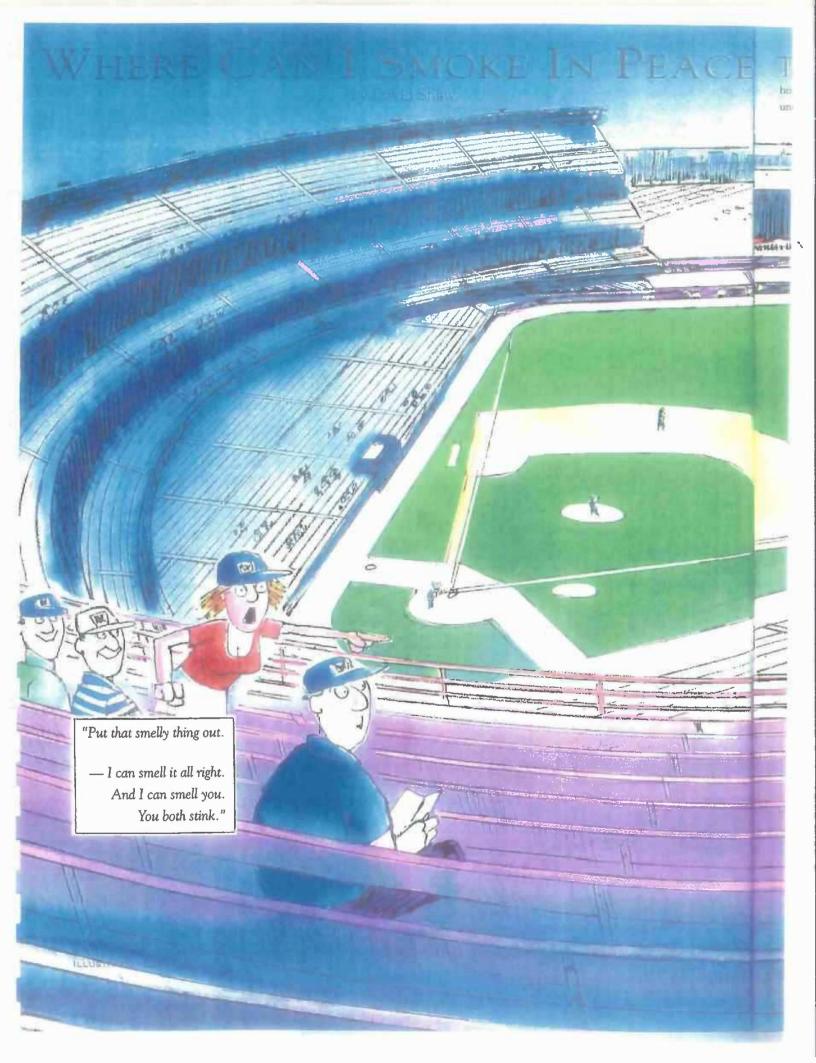
Standing in a huge warehouse with over \$20 million of tobacco inventory, Menendez explained, in a much more serious tone, the use of a small incandescent bulb in a glass box covered with Vaseline. "We check it every day. If there's a beetle in it, we fumigate the entire building. If you don't, and an infestation gets started, it will destroy the entire stock in 15 days," he said. The bugs actually devour the tobacco leaves, and make them unsuitable for use in making cigars. Menendez's explanation highlighted another aspect of tobacco often lost when cigars are discussed by laymen: They are an agricultural product, subject to the vicissitudes of nature and frail enough to be ruined by bugs and poor storage conditions.

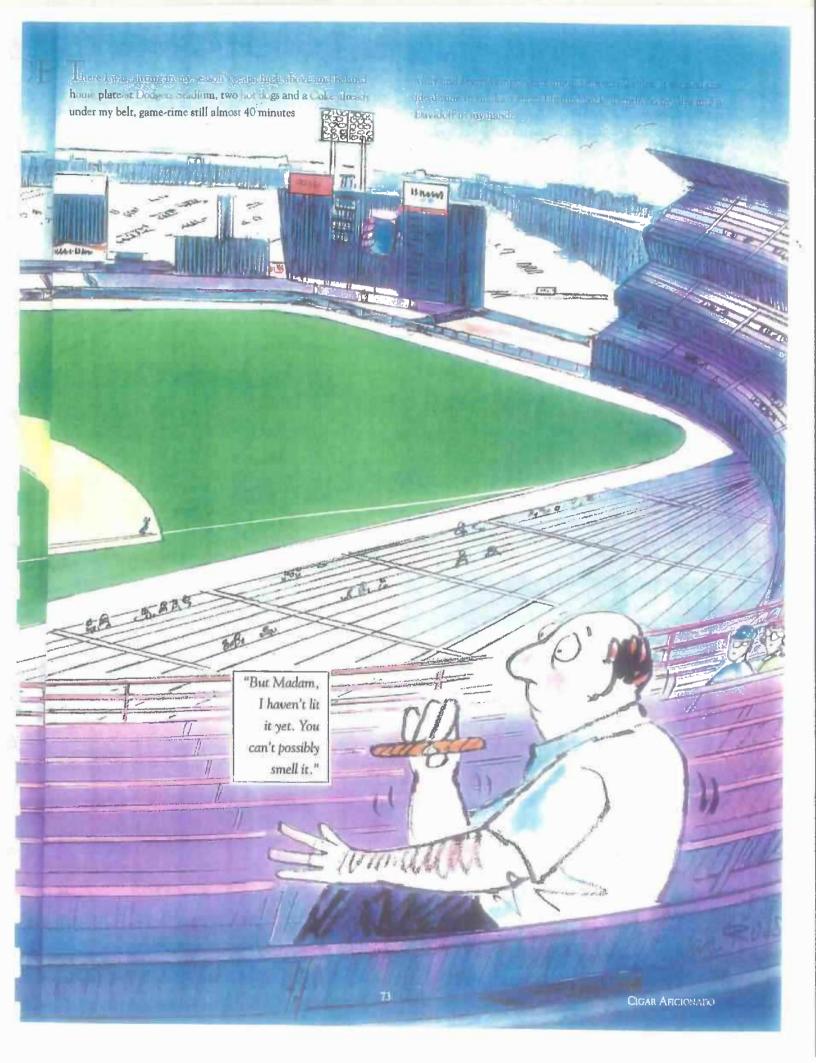
The rolling room in the General Cigar factory is a study in orderly efficiency. At one end, 120 people, or 40 teams of two rollers and a buncher, sit working furiously to complete their quotas for the day. After rolling, a random selection of cigars is suction tested before heading off to the aging rooms for at least 21 days, although some brands are kept longer. After aging, the cigars go through a selection by shade of wrapper so that each box is a uniform color. Then, some Partagas cigars are put in a pressing "trunk" to create their trademark squared-off edges, and the next morning they are ready for having the bands glued on, being placed in cellophane wrappers and boxed.

But Menendez argued that the company's concern with quality begins long before the plant. "The care has to begin in the field. How you fertilize it. How you handle it. It all makes a difference," said Menendez. John Rano, a General Cigar vice-president in its corporate headquarters in New York, said, for instance, that a Connecticut

Continued on page 135







SOME FINE U.S.

RESTAURANTS AND

HOTEL DINING

ROOMS ARE MAKING

IT EASIER TO SMOKE

A GOOD CIGAR

AFTER A MEAL.

Within nanoseconds, I heard a loud, ugly snarl from what seemed like 20 or 25 feet away, to my left and many rows further back:

"Put that smelly thing out."

I turned in the direction of the voice. It belonged to a woman who looked to be in her mid-30s, although her face was reddened and twisted in a paroxysm of such rage that it was difficult at first to

be absolutely certain of anything—her age, her gender, even her species.

"I said put that goddamn thing out. It stinks to high heaven," the leather-lunged charmer repeated when she saw me peering, perplexed, in her direction.

I held the cigar aloft so she could see it clearly.

"I haven't lit it yet," I said, as reasonably as I could. "You can't possibly smell it. Besides, it's a good cigar, and good cigars don't stink."

"I can smell it all right," she shouted back, "and I can smell you, too, You both stink."

I was convinced that she couldn't smell anything—except perhaps her own bile (it was a warm evening), but as much as I usually enjoy the dialectic, I make it a policy never to argue with fanatics



MER: "I THOUGHT I'D RUIN YOUR NIGHT LIKE YOU RUINED MINE."

on three subjects—religion, politics and cigars. I put my cigar back in its wooden case.

When I told this story to various cigar smoking friends over the next few weeks, they all laughed. But they were laughing at me, not at what I considered to be the most recent proof of the axiom that to be a Dodgers fan, you have to have a screw loose some place. To a man, they all said they'd had virtually identical experience, in various locales—in restaurants, in their offices, at friends' houses, even in their own homes. They'd pull out a cigar, and before they could light it, someone would begin yelping that it smelled foul and that they should extinguish it instantly, under penalty of death. They couldn't believe I was so surprised by the daffy Dodgers' reaction.

I'm no longer surprised.

In the course of two months of interviews for this article, I heard the same story over and over and over again, albeit with subtle variations. I also heard a number of far-from-subtle accounts of what happens when a cigar suddenly appears in what one would normally consider a civilized setting.

An entrepreneur in Los Angeles told me he saw one man punch a cigar smoker in the face when the smoker didn't put his cigar out quickly enough after a complaint. A tobacconist in New York told me that several of his customers had had their cigars literally snatched from their lips or their fingers by irate people who happened to be standing or sitting nearby.

Bill Johnson, general manager of Anthony's Restaurant in Houston, told me that when he was working at another restaurant a few years ago, one of his best customers—"an elderly gentleman,



HIM: "IF YOU'D ASKED ME, I WOULD HAVE BEEN GLAD TO PUT IT OUT."

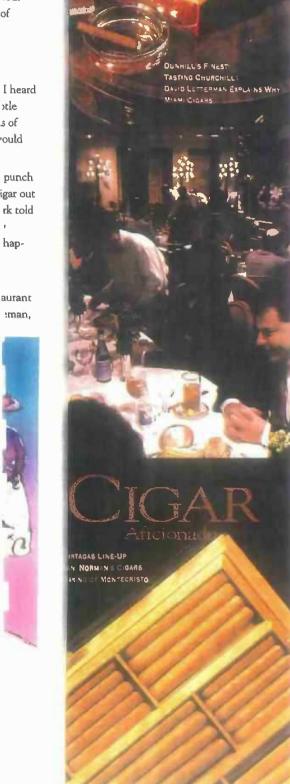
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"She told his you ruined mir

"The poor g glad to put it o dumped the wa smoke a cigar i

Many cigar s the anti-smokii frenzied propor Even if no one one will object undermines on Mencken, the s words framed in and happy."

It's difficult to treat cigar smol tion and gang r

"I smoke six o of the Famous S my mouth wher my shop in the the street now. with people sayi back to them, so apartment and i know in advanc cigars home."

In Europe, of prandial pleasure Cognac). Roben recently about th trip to Paris whe the next table st: almost as obnoxi

"Madam," he s

But Los Angel not, alas, Paris, a

Although ever true measure of t sured not by Ron dotes-but by th engage in with pa only is the federa manufacturer's pr Association of A

the sweetest guy in the world"-was smoking a cigar after dinner late one night when a woman walked over from another table, picked up the glass of water on his table and poured it over his head.

"She told him, 'I thought I'd do something to ruin your night like you ruined mine," Johnson recalled.

"The poor guy said that if she'd asked him, he would have been glad to put it out, but she didn't ask him or anyone else; she just dumped the water on him. He said it was the last time he'd ever smoke a cigar in any restaurant."

Many cigar smokers have made similar decisions in recent years as the anti-smoking and, especially, the anti-cigar hysteria has reached frenzied proportions. It's just not worth the hassle, they've decided. Even if no one actually objects to your cigar, you're so worried someone will object that you can't sit back and enjoy the cigar. That undermines one of the essential pleasures of smoking a cigar; as H.L. Mencken, the sage of Baltimore, said—I have his picture and these words framed in my bathroom—"I smoke cigars when I'm relaxed and happy."

It's difficult to be either relaxed or happy when so many people treat cigar smoking as if it ranked somewhere between child molestation and gang rape on the scale of antisocial activities.

"I smoke six or seven cigars a day," says Arthur Zaretsky, proprietor of the Famous Smoke Shop in New York. "I used to have a cigar in my mouth when I left my apartment in the morning and when I left my shop in the evening. But people even complain about cigars on the street now, and I don't want to have uncomfortable situations with people saying nasty things to me and me having to say things back to them, so now the only place I smoke is in my shop and in my apartment and in a social situation if I know everyone there, and I know in advance that no one will object. Otherwise, I just leave my cigars home."

In Europe, of course, a cigar is still considered a legitimate postprandial pleasure-one of the "three C's" (along with coffee and Cognac). Robert Levin of Holt's Cigar Co. in Philadelphia told me recently about the satisfaction one of his customers took on his last trip to Paris when he lit up his cigar after dinner, and an American at the next table started to give him what he calls "the look" (which is almost as obnoxious as "the cough").

"Madam," he said, "don't even think it. This is Paris."

But Los Angeles and New York and Philadelphia and Boston are not, alas, Paris, and Zaretsky's experience is all too typical.

Although every cigar smoker has his own horror story to tell, the true measure of the anti-cigar mood in the country today is best measured not by Ronald Reagan's favorite yardstick-personal anecdotes—but by the two official acts that the United States seems to engage in with particular zeal—imposing taxes and passing laws. Not only is the federal excise tax on cigars going up-to 12.75% of the manufacturer's price—as of January 1, 1993, according to the Cigar Association of America, but in recent years, more states than you

could shake a corona at have also begun imposing special taxes on cigars. The last count by the Cigar Association showed 35 states with cigar taxes; only seven states had such laws before 1980. I used to think the 33% tax on rental cars in France was confiscatory. but Oregon, Idaho, Utah and Minnesota have cigar taxes of 35% of the wholesale price; Hawaii's cigar tax is 40%; Washington's is a staggering 64.9%.

Increasingly, some cities and counties also tax cigars; in

Alabama alone, 35 cities and counties have such taxes, the Cigar Association says.

Virtually every state in the union now has one kind of anti-smoking ordinance or another as well, and an increasing number of cities have passed or are considering similar laws. I understand the impulse behind both the laws and the taxes, of course: The U.S. Surgeon General says smoking is unhealthy, and many people also find smoke unpleasant. There is no doubt that cigarette smoking is unhealthy. I've never smoked one.

Cigars? Well, about a dozen years ago, my wife suggested I start smoking a cigar after dinner. "It will give you something to do with your hands so you don't sit there drumming your fingers impatiently while I'm sipping my espresso," she said.

I called my doctor immediately for advice. (We were on vacation in Switzerland at the time; he was in Los Angeles.) I asked him what he thought of my wife's idea. He assured me that one cigar a day would pose no threat to my health, so I gallantly acquiesced to my wife's request. I 've been smoking one cigar a night, four to six nights a week, ever since. Most cigar smokers I know these days also smoke in moderation—from three or four a week to one or two a day—and I have yet to see a study that says moderate cigar smoking poses a significant health hazard.

What's the difference between cigars and cigarettes? Among other things, most cigar smokers don't inhale-and there really is no such animal as a "moderate" cigarette smoker. Cigarettes are addictive, so people who smoke them almost invariably smoke a lot of them. Studies have convinced me that when you have a lot of people smoking a lot of cigarettes in public, you're going to have a lot of non-smokers whose lungs get poisoned too. And you're also going to have a lot of non-smokers who are annoyed by passive smoke for reasons other than health-because they're allergic to smoke or because they just don't like the way it smells or looks. Such people, in my view, have every right to be protected from both health risks and aesthetic annoyance.

SMOKER HAS HIS OWN HORROR STORY

TO TELL.

EVERY CIGAR

75

But in restaurants, I favor the traditional American art of compromise—a smoking section and a non-smoking section—thus protecting both the rights and health of the non-smoker and the rights and pleasure of the smoker. Equally important, I would argue that within the smoking section, cigars as well as cigarettes should be allowed. So far as I know, only a few places (commercial airliners, for example) specifically prohibit cigars (and pipes) by law, but many, many places—including the vast majority of restaurants—prohibit cigars (and pipes) as a matter of policy, even though they permit cigarettes.

Some restaurateurs say the difference is that cigar smoke is stronger and travels further.

"We serve a lot of fine wines, and cigar smoke can affect older Bordeaux," says Herb Vegara, maître d' at the Everest Room in Chicago. "But people are open-minded here; you can go smoke a cigar in one of the bathrooms."

Not me, Herb.

I will never understand why anyone who smokes cigarettes throughout his, her or my dinner is then allowed to prevent me from smoking a cigar after we're all through with dinner. Sure, cheap cigars smell vile. And cigar smoke, even from a good cigar, can be dense and pungent. But surely one cigar, after everyone's through eating, is not as offensive as a half-dozen (or more) cigarettes while everyone is still eating. I think anyone who smokes cigarettes in a restaurant and then has the audacity to complain about a cigar should be punished by having to listen every night to a one-hour speech of George Bush trying to master English as a second language.

Fortunately, my experience at Dodgers Stadium norwithstanding, I haven't had as much trouble as most cigar smokers with such irrational complaints—or, for that matter, with complaints of any sort about my cigars. Unless my wife is sick or suffering from an allergy that clogs her sinuses, she doesn't object to my cigars in the house, for example, and I have only one close friend who has made clear that she doesn't want me to smoke in her house. (My sister won't let me smoke in her house either, but she lives more than 1,200 miles away so I don't see her often enough for that to be a serious problem—although I do vividly remember the first time I asked if I could light up, and she told me to smoke outside——in Denver——in when the remperature, as I recall, was about 16 degrees.)

Friendships and common sense have also helped make it easier for me than for many others to smoke in restaurants. Dining out is my hobby—some would say my obsession—so I've come to know a number of chefs and restaurateurs fairly well over the years; even the most brazen cigar haters often find it difficult to complain to you or to sic a waiter or maître d' on you when they've seen the chef or the owner stop by your table a half-dozen times to chat and ask what you think of dinner—or when the chef himself is sitting at your table, smoking a



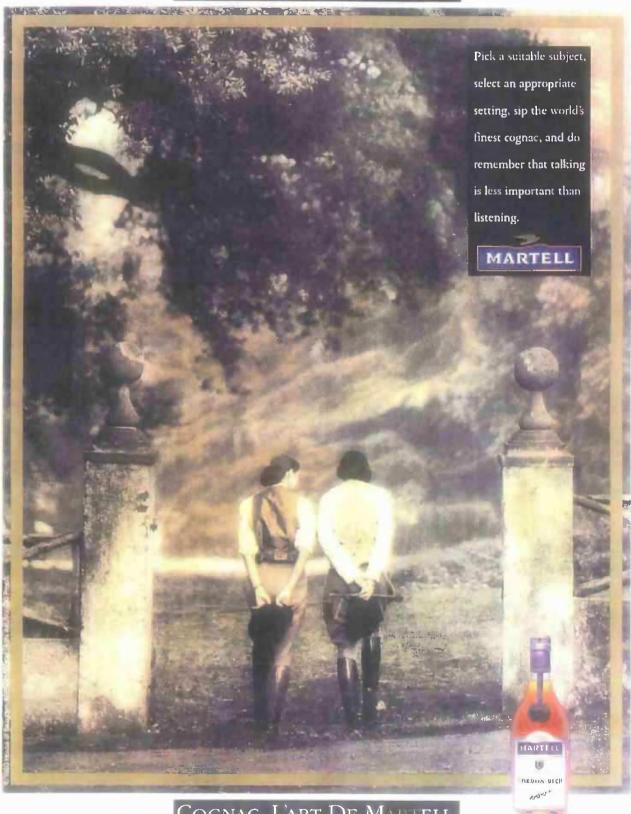
OH, BRING BACK THE DAYS OF AN UNDERSTANDING FAMILY.

cigar with you, as chef Michel Richard often does with me at Citrus in Los Angeles. In fact, many restaurants that officially prohibit cigars will be flexible with good customers—or with any customer if it's late and the dining room is almost empty.

When I want to smoke a cigar in a restaurant, I try to be considerate. I don't smoke in small, crowded, poorly ventilated restaurants—or in delis, pizza parlors, hamburger joints or other places not designed for lingering. I eat on the late side—8 or 8:30 p.m.—so that by the time I'm through eating and ready to smoke, virtually everyone else will also be through eating (and most will be on their way home). If anyone nearby looks as if he or she might object to my cigar—and such stern-faced, tight-lipped, beady-eyed folks are depressingly easy to spot—I ask if they mind. If anyone at an adjacent table is still eating when I'm through—or if the adjacent table is jammed up against mine, whether its occupants are still eating or not—I also ask if there's any objection to my cigar.

I've stopped smoking cigars at Dodgers Stadium because of all the complaints—complaints I just don't understand in an outdoor setting, where the smoke disperses so easily—but in restaurants and

THE ART OF CONVERSATION.



Cognac. L'art De Martell.

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elsewhere, relatively few people have objected to my cigar. Even people who have objected have generally done so politely.

When a group of women sweetly asked a friend and me not to smoke after lunch in an Italian restaurant not long ago, we took our cigars into the bar—for which they graciously thanked us; on their way out, they thanked us again. On another occasion, a man responded to my cigar question by saying, "We'd appreciate it if you'd wait until we finish our dessert." Ten minutes later—seconds after wiping the last crumbs of chocolate cake from his lips—the man leaned over and said, "We're through now. Thank you for asking—and for waiting. You can smoke now."

As I said, judging by my conversations and interviews with other cigar smokers, I've been lucky. Many people who object to cigars do so as boorishly as that woman at Dodgers Stadium. Indeed, virtually every restaurateur I interviewed for this story told me that people who complain about cigars are almost invariably far more adamant—and far ruder—than cigar smokers themselves.

Carl Doumani, proprietor of Stag's Leap Winery, recalls a night a few years ago when he lit up on the terrace of a restaurant in Napa Valley only to have the waitress tell him another diner objected. Rather than putting out his cigar or arguing that smoking outdoors shouldn't bother anyone, Doumani left the restaurant; as he passed the complaining party's table, the man said, loudly, "Only assholes smoke cigars." When Doumani pointed out that he was leaving, the man repeated himself: "Only assholes smoke cigars."

On another occasion, in another Napa Valley restaurant.

Doumani was startled to smell the potent perfume on a woman at a nearby table. It overpowered everything on his plate and everything on his guests' plates. But he didn't say anything until later, when both parties were through eating, and he took his cigar out and she



YUCA RESTAURANT IN MIAMI

complained to the waiter. Doumani then told the waiter, "Will you please tell the lady that when she gets rid of that perfume, I'll put my cigar out."

A few minutes later, the woman and her party left. As she passed Doumani's table, he says, "She smacked me in the side of the head with her purse." Doumani is six-foot, two-inches, 220 pounds, but she hit him so hard that he toppled off his chair, on to the floor, and his glasses went flying across the room.

I don't intend this to be an apologia for cigar smokers. Some cigar smokers are rude and inconsiderate. Often, they're rich and powerful and arrogant, and they're not used to having anyone question anything they do. They're their own—and our—worst enemy.

Like most cigar smokers, I can't help but smile secretly when I hear stories like the one about the prominent attorney in Philadelphia who listened to a woman's request that he put out his cigar, then refused, saying, "Madam, this cigar cost more than your entire meal." Or the man at Morton's restaurant in Chicago who was so chagrined when a woman told him to, "Go smoke that damn thing in the bathroom," that he said, "Go eat your dinner in the bathroom." But those small satisfactions won't help us win The Great Cigar War.

If cigar smokers would follow the basic rules of courtesy I outlined above, it might help disarm all but the most rabid cigar haters. I've come to believe—perhaps naively—that in most settings, despite the current fulminations of so many tantrumical tobacco tyrants, you and I can enjoy our cigars, and people who don't like them don't have to see or smell them. All it takes is reason and goodwill.

A few restaurants—too few, in my opinion—are trying to deal sensibly with this sensitive issue; the best solution, as I suggested earlier, is to have smoking and non-smoking sections, and to permit cigars as well as cigarettes in the smoking section. Among the restaurants that do this are Anthony's Pier 4 in Boston, Yuca in Miami, Gene and Georgetti's in Chicago, Tony's in Houston, the Palace Arms in the Brown Palace Hotel in Denver and the Quilted Giraffe, Post House and The '21' Club in New York. (See page 150 for a longer list of such restaurants.)

"If someone in the smoking area complains about a customer smoking a cigar, we move the complainer, not the smoker," says Ken Aretsky, the chairman, of '21."

Lance Barbakow, manager at Boston's landmark restaurant. Locke-Ober, is even more cigar-friendly. Cigars are permitted throughout Locke-Ober, except in the private dining room on the third floor, and if someone complains, Barbakow says, "We explain that we're really not in a position to tell the cigar smoker to put his cigar out. We invite the person [who's complaining] to come into the lounge for dessert or an after-dinner drink."

Susan Wine, who runs the front of the house at the Quilted Giraffe while husband, Barry, is in the kitchen, creating some of the

Command on page 144

THE MAN IN THE DANCING SHOES



GREGORY HINES SCORES BIG ON BROAD WITH JELLY'S LAST JAM

by Mervyn Rothstein

It's close to curtain time at the Virginia Theater on Broadway, and backstage in his dressing room Gregory Hines is getting ready to put on his dancing shoes. They are bright and shining, brown and tan; on the bottom of each are two pieces of metal called taps, one covering the heel, the other the front of the sole.

"You've got to be sure the shoes fit comfortably and snugly," he says. "And you can choose from many different styles. But when it comes down to it, it's not the shoe that matters. It's what's in your heart that counts."

Gregory Flines's heart has been in his shoes for most of his 46 years, as he has tap-danced his way into the heart of America. And soon on this hot Sunday afternoon, he will walk out of the dressing room door, head for the stage and go into his song and dance to thrill a sold-out audience with his portrayal of the great jazz composer Jelly Roll Morton in Jelly's Last Jam. In that role, Hines received this year's Tony Award as best actor in a musical.

As he prepares to go on, Hines is sitting before a mirror surrounded by photographs of his friends and family, talking about his life

and his career: his new show, his childhood performance with his brother, Maurice, as a tap-dancing duo in Harlem, his Broadway success in Sophisticated Ladies, and his roles in movies such as The Cotton Club, White Nights, and Tap. And, as he speaks, his deep, dark expressive eyes and his gentle, relaxed friendly smile convey the warmth and happiness he has achieved by doing what he enjoys most.

"I just love to tap-dance," he says. "I've been tapping for 44 years, and for me, it's the easiest way I can express myself as an artist. I don't mean it isn't challenging. It's just that when I have my tap shoes on, I feel very self-confident. I feel like I can speak from my heart. It's a way I've always been able to get in touch with many different emotions. I put my shoes on and I start to dance, and it's clear to me what I'm feeling."

Hines usually arrives at the Virginia Theater about two hours before a show starts. "First I put the gel in my hair and slick it back," he says. "I have something to eat, I slowly begin putting on my makeup, and I go through my mail. It's a time for me to relax. I make a few phone





Nothing is as mellow as Black.



Ultimately, there's Black:

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calls. And then, I begin to stretch, very slowly. I have a device called a Pro Stretch, which I use for the lower part of my legs. It's terrific for hamstrings, the Achilles tendon, the calf muscle. Then, as other people in the show come in, we talk for a bit. About an hour before curtain time, I start to get my mind right, to seriously consider the Jelly Roll Morton character—his feelings, his attitudes. And by the time they call half-hour, I'm ready to go on."

That character is a complex one because the Jelly Roll Morton in Jelly's Last Jam is not your typical Broadway-musical protagonist.

Born to one of the oldest, most genteel Creole families in New Orleans, a family that vehemently denied its African-American

on the stage, it's not true. This is not to say that we shouldn't entertain, because that's what the musical stage is for. But we can also do more now, and learn something about ourselves, and the human condition, the condition of being an American."

Hines credits much of this aspect of "Jelly" to George C. Wolfe, the show's author and director. Bringing such a story to the stage, Hines says, "was a great gamble, because Jelly Roll Morton is not a hero; he's a human being and not a great one."

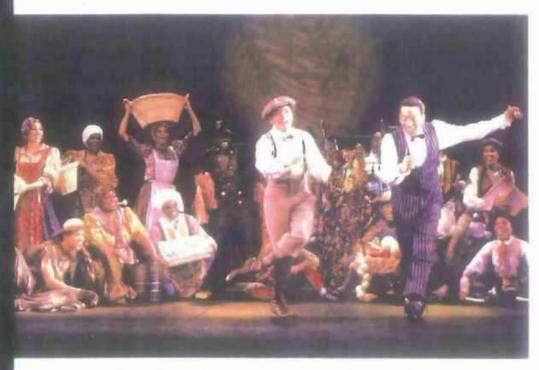
"I struggled, man," Hines says. "Some of the things Jelly says, that I have to say, I couldn't even say to the other actors during rehearsal. In one line, where I'm talking about Jelly as a young man,

I say, 'classically trained by the finest musicians of the day, while others of darker hue lived in shacks and crooned the blues.' Whew! And then I say to the woman I know loves me, 'Nobody knows me, but as far as bitches go, you come the closest." And, I say to my best friend, Jack the Beat, I say, 'Why don't you just be a good little nigger and put on that coat?" For the first three weeks of rehearsal, I just couldn't say it. We'd get to those lines, and I would just hang my head. And George would say, 'It's all right. Don't worry about it. It will come."

Finally, it did. "One of the things about acting," Hines says, "is that one has to get in touch with one's own self, one's own emotions and experiences, with anything

that will help. We all have a darker side, but we push that side back. But once I started to get inside Jelly, to try to understand him, to try to live in that character, I was able to get in touch with aspects of my own personality and my own history that I couldn't deny, and that were very valuable to me.

"I come from a background where people on my mother's side of the family are very light-skinned and the people on my father's side are dark-skinned," he says. "And when my mother married my father, my mother's father refused to come to the wedding. He didn't want her to marry a dark-skinned African-American. I loved them all, but as I grew up I could see and feel a certain subtle superiority that the lighter-skinned African-Americans felt toward the darker ones. And the more I read about Jelly, the more I could understand."



GREGORY HINES DANCING IN THE BROADWAY PRODUCTION OF JELLY'S LAST JAM.

heritage, Morton carried that same attitude throughout his life. "We are who we are, and we are not who we are not," his family would tell him. He was cruel and cutting to his friends and lovers. He called himself the inventor of jazz, but he refused to acknowledge the African-American roots of his music: "Beating on pots will never be music," he says in the show. And yet when he died, it was in the "colored wing" of Los Angeles County General Hospital.

"This show is a real departure for the American musical stage," Hines says. "Especially in terms of African-American musicals. Those kinds of shows are usually all singing and all dancing. Everybody's happy. I've been in those shows and was happy to be in them. But I think our situation now is different. We need to reach for something more. First of all, I don't think African-American people are particularly happy now. And if you show them as happy

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K Z Now, Hines says, he loves to say those lines. "I've been hissed onstage by the audience because of some of the things Jelly says," Hines recalls. "And it makes me feel good. Because I've always played nice guys. It was time for a change."

Hines started playing nice guys at an early age. He was born in New York City, and spent his younger days with his family on West 150th Street in Harlem, in an area known as Sugar Hill, where many black entertainers resided. His older brother, Maurice, began taking tap lessons at age 4. Gregory was eager to follow in his brother's dance steps, and soon joined in.

"I don't think we were given tap lessons because my parents thought we were going to become professional dancers," Hines says. "It was just like giving kids piano lessons. But we began to develop, and we began to feel it might be a career."

Gregory and Maurice's parents next sent them for lessons to Henry LeTang, the world-renowned tap teacher. "He gave us an act," Gregory Hines says. "That was really the beginning."

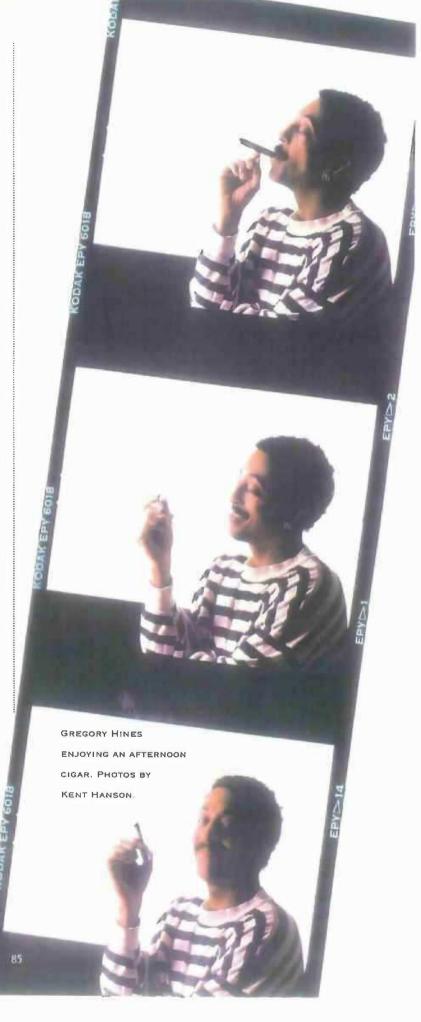
The act, called the Hines Kids, began when Gregory was six. He and his brother danced at the legendary Apollo Theater in Harlem. They made their first Broadway appearance in 1954, in small roles—Maurice was a newsboy and Gregory a shoeshine boy—in the musical *The Girl in Pink Tights*. As they became teenagers, the name of the act was changed to the Hines Brothers. And later, after their father, Maurice Hines Sr., joined them as a drummer, they called themselves the Hines, Hines and Dad. They appeared on television on the *The Ed Sullivan Show* and often on Johnny Carson's *Tonight Show* and performed internationally.

But by the late 1960s and early 1970s, Hines says, "Tap had fallen out of fashion and the act split up." (The breakup, and earlier disputes, drove a wedge between Gregory and his brother, one that persists despite occasional reconciliations.) There was also another split: Gregory had married in 1968, and his daughter, Daria, was born in 1970, but divorce soon followed.

Gregory moved to Venice, California, and played in a jazz-rock band, Severance. He often had little money, but, he says, those days were a crucial learning experience.

"It was a great time for me," he says, "because it was a time of great discovery. I became a hippie. I didn't do any tap dancing. In fact, from 1973 to 1978, I didn't even own a pair of tap shoes. It was the first time I was really by myself. It was the first time I was on my own. I had to learn how to take care of myself. Which I did. And it really paid off when I came back to New York and started working in the theater. Because I felt so much more self-confident. And ultimately, that's what it takes."

It was in Venice that Hines met his current wife, Pamela Koslow, who is a producer of Jelly's Last Jam. They have a son, Zachary, 9. Koslow also has a 19-year-old daughter, Jessica, from a previous marriage.



In the late 1970s, tap was beginning to make a comeback. Hines returned to New York and soon found roles in Broadway shows. And soon rediscovered the success he had known as a youth.

First there was *Eubie!*, a tribute to the composer Eubie Blake, choreographed by LeTang, in which Hines appeared with his brother. Then came, *Comin' Uptoum*, a musical version of Charles Dickens's A *Christmas Carol*, set in Harlem. And finally, there was the smash hit, *Sophisticaued Ladies*, a joyful and highly praised revue of the magic of Duke Ellington. For all three—in consecutive years from 1979 to 1981—Hines received Tony Award nominations: as featured actor in *Eubie!*, and as leading actor in the other two. But each time, he lost.

He then began his movie career, as an actor, first in Mel Brook's History of the World Part I. Roles soon followed in the The Wolfen with Albert Finney, Deal of the Century with Chevy Chase, Francis Ford Coppola's The Cotton Club (set in the legendary Harlem supper club at which his grandmother, Ora Hines, was a dancer), White Nights with Mikhail Baryshnikov and Tap with Sammy Davis Jr., a boyhood idol.

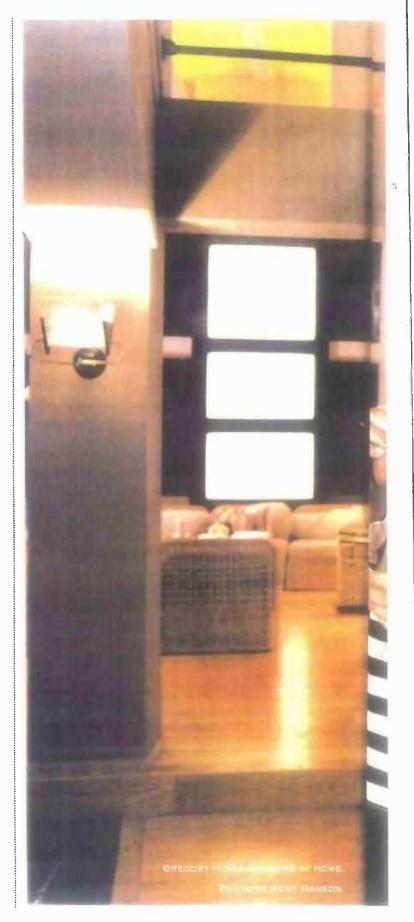
And now, he is back on Broadway, after a decade-long absence. And he has finally won that elusive Tony, for a role that showcases his talents as an actor and a singer as well as a dancer. "Tony night was very intense," Hines recalls, "because I had lost three years in a row. I knew that I knew how to lose. I knew that if I lost again, I'd feel had for a couple of hours, and then I'd be OK. That was the way it usually was. I recovered. I got my appetite back. I felt good about the whole nomination thing, but I remembered that every time I lost, when I heard the other person's name announced, it was like a harsh sound in my ears. It was cutting. I felt such a rush of disappointment. But this year, when I heard my own name, it was so warm. And, it felt so good. We have a tape of it, and a couple of nights ago we looked at it, and even now when I replay it, I feel the same warmth."

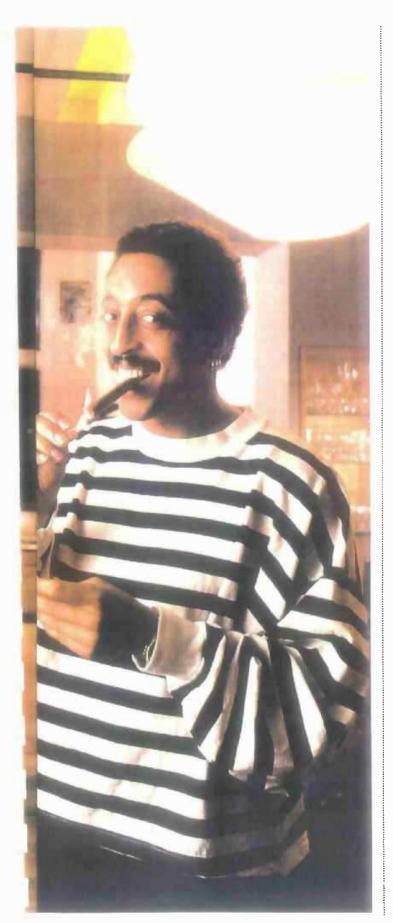
Soon it will be time for Hines to perform, to rise up on a platform in front of the stage, his back to the audience, his head and shoulders slumped forward, as Jelly Roll Morton, his old body "terminally inclined," prepares to relive in music and dance the joys and sadnesses of his life. There will be no hisses this day, but there will be a standing ovation, for Hines and the entire cast, at the end of the show.

Immediately after the final curtain, Hines is almost as busy as he is during the two and a half hours onstage. First he smiles and shakes hands with the long line of well-wishers waiting outside his dressing room. And then he heads downstairs to sign 15-minutes worth of autographs for a crowd of fans standing outside the Virginia's stage door.

Finally, he is back in his dressing room, and it is time to relax. It is time to indulge in one of his favorite pastimes: a good cigar. He takes one out of a portable rosewood carrying case, gazes at it and smiles.

"I love the taste," he says. "I love the whole ritual. Clipping off the tip. Rolling the cigar in my fingers. Looking at the wrapper. Lighting it up. The aroma. The sense that pervades my sinuses. I love that it all takes a nice long time. It really relaxes me."





Hines says he smokes many kinds of cigars. "I get some Cubans surreptitiously," he says. "But lately I've been smoking the Zino cigars. Zino Davidoff has been doing some cigars in Honduras now. He's pulling all his stuff out of Cuba. I have a lot of respect for his artistry in terms of cigar making."

Hineş began smoking cigars 22 years ago, he says. "My daughter was born Nov. 16, 1970, and I bought a box of cigars to give out," he recalls. "They were just typical cigars that said, 'It's a girl!' It was a very happy time for me, and I was smoking them, and I liked them. I just felt so contented and happy that I'd had a daughter. She was so beautiful and healthy. So I started smoking on a daily basis. They weren't expensive. They were just whatever I could get my hands on. They cost maybe a buck or a buck fifty."

But then, he says, he stopped for a while. "I was only 24 years old at the time," he says, "and my father told me I looked stupid with a cigar in my mouth."

He started again about nine years later. "I was in a film, Wolfen with Albert Finney," Hines says. "Finney had Montecristos—lots of them. We were supposed to play best friends in the movie so he said we should spend a lot of time together. He was supposed to smoke the cigars in the movie, too. And he asked me if I liked cigars, and I said I used to smoke them but I hadn't had one in years. So he gave me about 10 Montecristos. And that was that."

Then, a few years later, while Hines was in London filming White Nights with Baryshnikov, he ran into an old friend, Robert DeNiro. "He told me about Davidoffs," Hines says. "He bought me a bunch of them and left them for me at my hotel. And ever since then I've been a Davidoff fan. It's a terrific cigar. It's well-wrapped. I like the color. It's a full smoke, but it's not harsh in any way."

When he's not working, Hines says, he smokes about one or two a day. "But if I'm on vacation—we go to the Caribbean and rent a house for about a month in Barbados—then I smoke four or five or more a day." When he's performing though, "It's just one at the end of the week, after the Sunday matinee, because there's no performance Monday," he says. "But on the night of the Tonys, I smoked two."

As he is puffing, Hines is thinking about what comes next, what he is hoping to do to follow the success of *Jelly's Last Jam*. Tap is in his future, he says, and so is film.

"I'm committed to this show for a year," he says. "And, I'm looking forward to it. I'm going to use that time to develop a couple of musical films. I co-own the movie rights to the story of the great African-American tap dancer Bill Robinson, and I very much want to do that."

Because the role of Jelly Roll Morton is so intense, he says, he is not planning to take a vacation during his time in the show. "It would be very hard to come back," he says. But afterward, he says, he is looking forward to relaxing in Barbados, "while the Caribbean is lapping up against the shore."

He laughs. "I'll sip some piña coladas," he says. "And, I'll smoke 50 cigars a week." *



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REMY MARTIN est l'eau de vie

Better not spill the brandy or the cigar ash on that. There's even evidence that the board game, in some similar form, existed as far back as the 4th century B.C.; drawings of a board have been found on pottery fragments from that period. The modern game really evolved in the 1920s when an unknown American created the doubling cube, and turned the game from something that old ladies played in the parlor on a Saturday afternoon into a tension-filled, betting game.

The aristocrat's heyday came with the establishment in the late 1960s of the Clermont Club, in Berkeley Square, one of Mayfair's most prestigious addresses. The club was started by John Aspinall, zooowner, connoisseur of taste and a veteran gambler who has run games ever since he was a student at Oxford 40 years ago. He's just opened his third casino in Mayfair. Aspinall's forte has been creating superb surroundings where the upper classes could happily be relieved of their money at roulette, blackjack or chemin-de-fer.

Aspinall-whose personal friends include the billionaire financier Sir James Goldsmith—is a backgammon aficionado, and the Clermont soon became the game's number one venue worldwide. The best American and European players flew in to play, and individual losses rose to the five, and even six-figure level. Big money was the spur to professionalism-witness any human activity from options trading to the pro golf tour-and it wasn't long before some fine calculating minds applied themselves to one of the world's oldest board games. Backgammon ceased to be a pastime for gentlemen amateurs; the day of the professional had arrived.

One of the first top-rank professionals was another Oxford graduate, Phillip Martyn. Perhaps tiring of London, or perhaps because he was running out of willing opponents, Martyn went to Florida where he reputedly offered to play all comers at \$1,000 a point. The classic story told about him is that during a game in his hotel suite he became so enraged at a bad run of dice that he hurled the backgammon set out the window. He then ran down 20 flights of stairs, spurning the elevator, and stomped the poor set to death beside the hotel pool. True or not, the story illustrates that even the best can be driven wild by what has been called the world's cruelest game.



BACKGAMMON IS A GAME OF CONCENTRATION AND LUCK.

Martyn was one of the first experts who now dominate the game on both sides of the Atlantic. There are few John Hustons around today. The amateur in London stands little chance against men like Joe Dwek (former world champion), Robert Sheehan (international bridge player and Ph. D. in mathematics), Brian Gilbert (magazine tycoon) or Howard Cohen (real estate investor), among others.

Experts naturally do not want to play for small stakes. There are low-level games at £5 and £10 (about \$9 and \$18, respectively) a point in London, but the biggest regular games are usually in the £200 to £500 bracket (about \$360 to \$450). This might not seem like

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celebrations. The nightcap that follows a remarkable dinner. Or a very handsome gift.

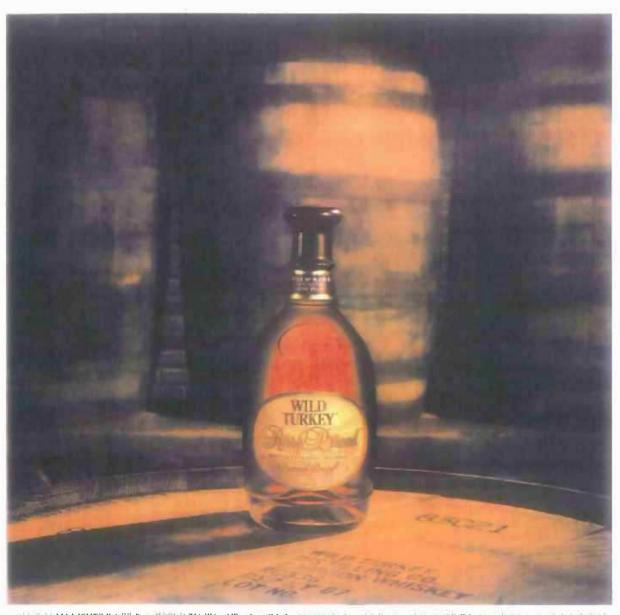
Wild Turkey Rare Breed. Its introduction is something of a special occasion itself.



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a lot of money, but it adds up, especially in a chouette.

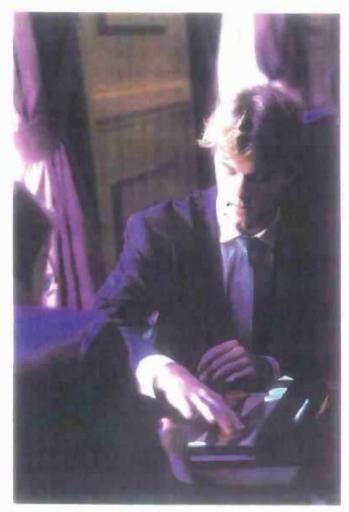
A chouette is a form of backgammon where several people play at the same time, one against the rest who are allied in a single syndicate against the player, although each can bet separately. The lone player is known as the "box," and if he wins a game he continues to play the field in the next game; if he loses, he joins the field and someone else becomes the "box." The risk/reward ratio varies exactly according to the number of players, but obviously it affects the "box" most. If it is a fiveman chouette, and a particular game is worth say, \$1,000, the "box" stands to win or lose \$4,000, the rest of the players only \$1,000 each. However, each member of the syndicate has his own doubling cube, and if one chooses to raise the stakes and wins, or loses, he receives or pays out a different amount of money.

One top player recently set a record at Crockfords in

Mayfair by winning game after game as the "box." When the field finally knocked him out of the box, he had won 55 points. This was a £500 game, so his run was worth £27,500, or close to \$50,000 tax-free. Not bad for an hour's work.

Of course, what's won today can be lost tomorrow, especially when everyone is playing at much the same standard. The luck goes back and forth, and so do the checks. The world's bankers could learn a lot about monetary recycling by talking to poker or backgammon players. There are probably not more than 20 players in London making a regular living from the game. The rest play for pocket money, or for enough to pay for a foreign holiday or two, but not enough to live on.

Most of the professionals are men, and backgammon in England, as in America, is a strangely male-dominated activity. But not exclusively so. One attractive woman in her mid-twenties who is a securities dealer in the City plays backgammon on her lunch break with the boys from the dealing room. As a group, they share a rather patronizing, macho attitude towards her, but they regularly lose. What they don't know is that she is a summa cum laude mathematics major,



MEN DOMINATE THE PROFESSIONAL BACKGAMMON CIRCUIT.

and she isn't telling them. She's revealed that fact to some regular players, however, who treat her with respect and play extra hard against her. Although the regulars usually beat her, she pays up happily. She's only recycling the dealing room boys' money. In these days of the expert, however, when most of the hustlers have been run out of town, she has pulled off a neat trick; she has her own bunch of tame and unsuspecting pigeons.

But with most pigeons in the United Kingdom long plucked, stuffed and cooked, the experts have spread into Europe. As in America, there is a thriving European backgammon tournament circuit, with most of the events staged in the finest cities: Stockholm, Amsterdam, Deauville, Paris, Monte Carlo, Cannes, St. Moritz, Venice and so on. In summertime, there's a tournament most weeks, like the tennis or golf tours. With added sponsorships, usually from hotels, casinos or liquor companies, the

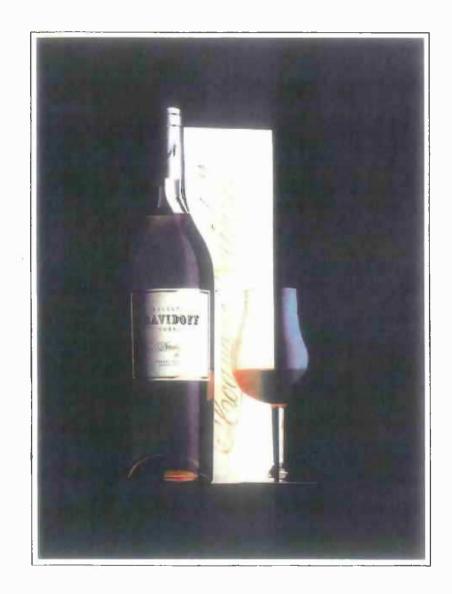
winner might pick up \$50,000 and the prize money goes down to the round of eight.

These tournaments usually take place in casinos, and are part of what is known as the Golden Circuit. The first Backgammon Olympiad, for instance, was held at the Lido in Venice this summer, shortly followed by the World Championships at Loew's in Monte Carlo. The casinos can't make any money out of backgammon itself, except for the food and drink consumed. But with 300 to 400 dice merchants gathered together, they are confident that some action will spill over onto the craps tables or the roulette wheel.

A top venue is the magnificent Normandy Hotel in Deauville, which owns the Casino de Deauville that is linked to the hotel by an underground passage; you never even have to go outside. That's okay at certain times of the year, especially in August, when the Deauville festival includes a horse racing event, polo matches, bridge tournaments and a constant promenade of the rich and beautiful along the beaches, and in and our of Ciro's restaurant.

Other grand venues include the Hotel du Palais in Biarritz, a former summer place that Napoleon III presented to the Empress

HOW DOES ONE GO ABOUT IMPROVING THE FINEST CIGAR IN THE WORLD?



SELECTION
DAVIDOFF

Eugenie as a wedding gift, the island of Marhella where poolside tournaments are popular, the five-star Martinez hotel in Cannes where they've thrown out film-star groupies, and the Istanbul Hilton. Old-timers remember the colossal Casino du Liban up the coast from Beirut, which before the Lebanese turned their country into a different kind of war game, was a favorite stopover. Sadly, two of Europe's top casinos, a tiny townhouse on a sidestreet in Kitzbuhl and a bigger venue in Baden-Baden, haven't yet plugged into the backgammon circuit.

A typical tournament lasts five days, with various consolation games and last-chance events and individual jackpots. Often, 16 players will ante up for the pot,

say \$5,000 each, and the winner takes all. When you add in the private side-games, which can go on until dawn, a top player on a good run could take home \$200,000, maybe more.

It was the European Open in Deauville that a recent American innovation made a hit with the Europeans: each game is a self-contained unit, worth whatever is showing on the cube—four points, eight points or whatever. But the players do not know until the game is over what the stakes per point will be. At that point, one player takes out a dollar bill and reads off the last two digits of the serial number, and that is the stake. Obviously, the stakes average out to \$50, but I've heard of four-digit serial backgammon, where the average stake is \$5,000, and can obviously go as high as \$9,999. There are even reports of an occasion where a loser at four digits, suggested playing for five digits. The opponent balked at the suggestion, but agreed to play for five digits, divided by three, an average stake of \$16,667 per point.

All this professionalism, and big stakes, have made the backgammon-playing life a little tougher. There is a powerful renaissance of backgammon in Germany, France, Italy. There are many new players of Middle Eastern origin, where backgammon is often a national sport, a way of life, if you will. And, above all else, there are the hordes of invading Americans. England was probably the strongest backgammon nation in the 1970s, but not any more. In the 1980s, a group of Americans transformed the game with very sophisticated probability analysis, rather like when the hypermodern school of chess players changed that game in the 1920s. America is today the strongest backgammon nation, and Americans dominate the Euro-circuit.



A SCENE FROM THE EUROPEAN CHAMPIONSHIPS IN THE CASINO DE DEAUVILLE.

But London can still offer that old-fashioned, gentlemanly ambience. Lord Rennell of Rodd, a former Royal Navy officer and international footballer, plays bridge at the prestigious Portland Club; for the House of Lords team against the House of Commons, he prefers to play backgammon. Rennell plays at the Sunningdale Golf Club near Ascot, and at his club, White's in St. James, the most exclusive of the private gentleman's clubs. It was Rennell, a true sportsman, who devised the most ingenious scheme for settling gambling debts ever put together in England. Gambling debts are not recoverable by law in England, but an unpaid debt leaves a bad taste, not to mention the possibility of less formal ways of collecting the debt, such as strong-arming the debtor.

This is how Tremayne Rennell once solved the problem. He was on vacation in North Africa with a group of friends who spent a week playing each other at bridge, tennis and backgammon. One of them, a relative innocent, lost more than he could afford to pay, let's say \$15,000. This was also more than Tremayne had intended to win, but a debt is a debt. He thought up a brilliant compromise. "Pay me half the money now. In time, six months, a year, whatever, when you find you have a spare \$7,500, i.e., the other half of the debt, place it on a horse. If the horse loses, we'll consider the debt cleared. If the horse wins, pay me the \$7,500, and keep anything over for yourself. That way, we can both win."

This story is typical of backgammon players. They'll do anything to keep the game going. The two boys who played with John Huston still play every week. It's not the same however. "We really miss him, you know. That was a great summer. Nowadays, sometimes, we even find ourselves talking about the movies." Decidedly unbackgammon-like.

THE PRINCES OF PORT

GREAT VINTAGES ARE AVAILABLE IN STORES AND AT AUCTION FOR AFFORDABLE PRICES

By James Suckling

S everal months ago, a small group of Port shippers met behind closed doors to evaluate their fledgling 1991 wines in a blind tasting in Vila Nova de Gaia, Portugal. They were encouraged by the overall quality of the raw, young fortified wines, but no one would utter a word whether they thought their 1991s would one day be declared vintage Ports. The final decision to "declare" this vintage will be made in the spring of 1993.

No other fine wine in the world shares the ceremony or tradition of vintage Port. The experience of drinking a glass of this rich, sweet red wine, born in the rugged terraced vineyards of Northern Portugal, is unequaled, especially when accompanied with a great cigar. Today, more and more people are finding the pleasures of vintage Port irresistible. Few other wines can offer such pleasure over such a long period of time. A vintage Port only comes into its own after 10 to 15. years of age, and may continue to improve for decades.

The fact that vintage Port has always been considered

one of the best investments in wine adds to its allure. The British have always had a tradition for laying down cases of Port for their children at birth. Some parents have even financed their children's educations through the sale of the wine after holding it for a number of years. Indeed, a case of vintage Port in your cellar can be better than money in the bank. For example, if you bought a case of 1963 Taylor Fladgate for £160 ten years ago, you could now sell it for about £480 (\$864) at London auctions. If you also bought some 1927 Taylor Fladgate, about £520 a case in 1982, you would now receive more than £1,450 (\$2,610).

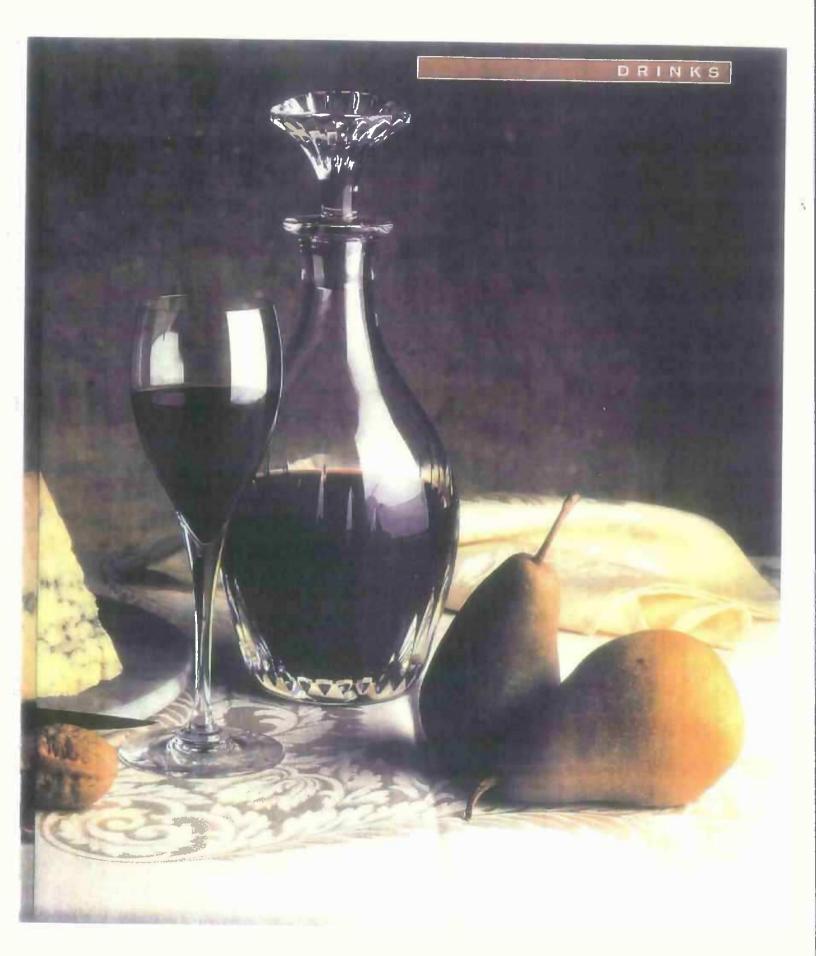
Whether you buy for enjoyment or investment, vintage Port is still one of the best values in fine wine. For one thing, an unprecedented range of vintages are available in retail shops, restaurants and auctions. Excellent vintages such as 1963, 1966, and 1970 are still within reach, and many are nearing perfection for drinking. Wine merchants also have plenty of younger vintage Ports available for cel-

laring, such as 1977, 1983 and 1985. Prices range from about \$100 to \$160 for a bottle of 1963 to \$50 to \$70 for a bottle of 1977. The 1983s and 1985s cost about \$30 to \$40.

Another reason to buy vintage Port is that prices are at their lowest levels since 1985, and they are set to increase over the next few years. Historically, the value of vintage Port follows the economies of its key markets, now the United Kingdom and the United States. During financial down periods, vintage Port prices drop, and during booms, they increase. This suggests that when the British and American economies pick up, vintage Port prices will rise. The two markets account for about 95 percent of all vintage Port sales.

Rarity is another factor to consider when thinking about buying vintage Port. Basically, the rarer the fine wine, the more it appreciates in value. Total sales of vintage Port are tiny compared to many other fine wines. In a given year, about 50,000 cases of vintage Port may be traded in the United States while the





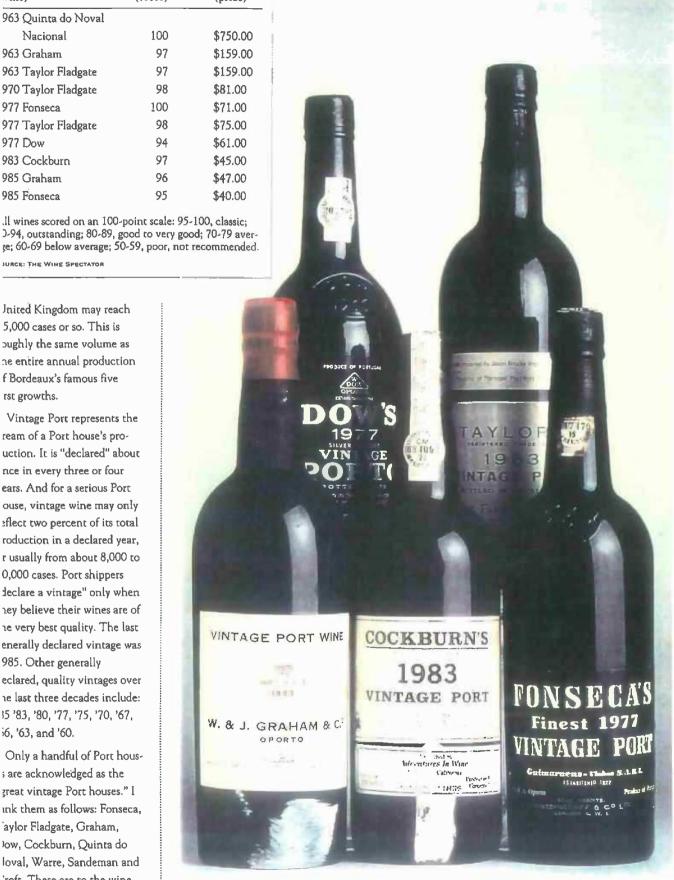
O GREAT VINTAGE PORTS TO BUY wine) (score) (price) 963 Quinta do Noval Nacional 100 \$750.00 963 Graham 97 \$159.00 963 Taylor Fladgate 97 \$159.00 970 Taylor Fladgate 98 \$81.00 100 977 Fonseca \$71.00 98 977 Taylor Fladgate \$75.00 94 977 Dow \$61.00 983 Cockburn 97 \$45.00 985 Graham 96 \$47.00 985 Fonseca 95 \$40.00 .ll wines scored on an 100-point scale: 95-100, classic;

Jnited Kingdom may reach 5,000 cases or so. This is oughly the same volume as ne entire annual production f Bordeaux's famous five rst growths.

JURCE: THE WINE SPECTATOR

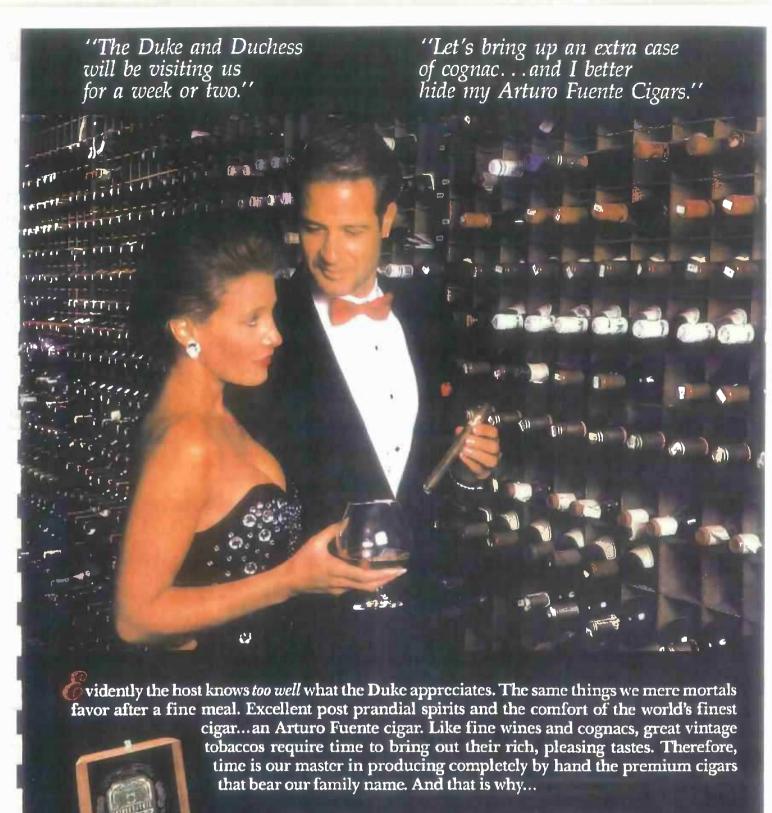
Vintage Port represents the ream of a Port house's prouction. It is "declared" about nce in every three or four ears. And for a serious Port ouse, vintage wine may only eflect two percent of its total roduction in a declared year, r usually from about 8,000 to 0,000 cases. Port shippers declare a vintage" only when ney believe their wines are of ne very best quality. The last enerally declared vintage was 985. Other generally eclared, quality vintages over ne last three decades include: 35 '83, '80, '77, '75, '70, '67, i6, '63, and '60.

Only a handful of Port houss are acknowledged as the great vintage Port houses." I ink them as follows: Fonseca, 'aylor Fladgate, Graham, Jow, Cockburn, Quinta do loval, Warre, Sandeman and iroft. These are to the wine



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The Reigning Family of Premium Cigars Since 1912 world what blue chip stocks are to Wall Street. If you are less interested in buying the big name vintage Ports, there are others to buy, such as Niepoort, Smith Woodhouse, Gould Campbell, Burmester, Martinez and Ferreira. These vintage Ports sell for significantly less than the big names and can offer excellent quality for the money.

Although I did not include it on my list due to its rarity, Quinta do Noval's Nacional is the most collectible vintage Port. It is to Port what Ferrari is to sports cars. Nacional is a powerful yet elegant wine with true breeding. In many vintages, it is the best Port made. Only about 200 to 250 cases of a particular vintage of Nacional may be produced from the two acres of old low yielding vines. These are located in one of the best spots in the Quinta do Noval vineyard in the prime growing area of the Pinaho Valley. All the Nacional vines grow on their own rootstock, instead of grafted American vines like other vineyards in the region, making it unique.

The great vintages of Nacional are: '87, '85, '70, '67, '66, '63, and '55. They sell for three times the price of other vintage Ports of the same year. Auctions are the best source for Nacional. It holds the record price for a bottle of vintage Port when in 1991 a bottle of 1931 Nacional fetched \$3,800 at a charity sale held by The Wine Spectator in New York.

Auctions are clearly the best place to buy (and sell during boom periods) vintage Port. Prices here are usually 20 to 30 percent lower than in retail shops. Sales are regularly held

in London, Amsterdam, Paris, Geneva, Chicago and San Francisco. The key houses are Christie's and Sotheby's. The major drawback, however, when buying vintage Port at auction, is the hassle of organizing delivery of the parcel you bought. Most Port lovers find it easier to simply buy from their local wine merchant.

Wine auctions are used as a barometer for the value of vintage Port, and in recent years, prices have been on the decline. For instance, a case of 1963 Croft or Cockburn would have sold for £450 (about \$760) about five years ago in the U.K. Today, the same 12 bottles sell for about £300 (about \$540). Younger vintages such as 1985 and 1983 are selling at their original opening prices or about £125 (about \$225) a case. U.S. retail prices for vintage Port have also dropped between 10 to 20 percent in recent years.

Under the current conditions, shrewd vintage Port buyers are purchasing older, rarer vintages. This means anything from 1966 or older. They are sure bets to increase in value when the market picks up again. The greatest vintages to look for in auction are: '63, '48,

'45, and '27. Although the 1963 is still available, more mature vintages are now nearly impossible to find, but if you can find a bottle of mature vintage Port, many are stunning to drink. The best of these rare, sublime vintage Ports include: '27 Fonseca, '27 Niepoort, '45 Croft, '45 Taylor Fladgate, '48 Fonseca, '48 Taylor Fladgate, '63 Quinta do Noval Nacional, and '63 Graham.

Compared to the great growths of Bordeaux and Burgundy, mature vintage Port from classic vintages remains a relative bargain. While a case of vintage Port from 1963 or 1945 may cost in London auctions from about £480 (about \$860) to £1,400 (about \$2,500) respectively, a case of first growth Bordeaux from similarly renowned years such as 1961 and 1945 sells for about £2,400 (about \$4,300) and £3,600 (about \$6,400). The situation is the same at U.S. retailers where a bottle of 1961 Lafite or Latour may cost from \$600 to \$700 while a bottle of '63 Graham or Fonseca sells for \$130 to \$150.

THREE DECADES OF GENERALLY DECLARED VINTAGES

(YEA	R) (RAT	ING)	(DRINKABILITY)
1985	Opulent, harmonious, solid	96	HOLD
1983	Powerful, tannic, ageworthy	92	HOLD
1982	Sweet, raisiny, early developing		HOLD OR DRINK
1980	Well-structured, focused	87	HOLD OR DRINK
1977	Tough, complex, tannic	97	HOLD
1975	Light, easy, soft	79	DRINK
1970	Intense fruit, firm structure	95	DRINK OR HOLD
1967	Elegant, balanced, tight	88	DRINK
1966	Solid, concentrated	93	DRINK
1963	Copious fruit, forceful	98	DRINK OR HOLD
1960	Gentle, balance, peaked	87	DRINK
ОТНЕ	ER GREAT VINTAGES: '55, '48,	'47, '4	5, '35, '34, '31, and '27
SOUR	CE: THE WINE SPECTATOR		

The 1970 vintage is a very good alternative for people searching for Ports which are both very good to drink and appreciating in value. Most of the '70's are drinking extremely well now, although they have the structure to improve for a decade or two. Prices range from \$50 to \$70 a bottle. The stars of the vintage are: Quinta do Noval Nacional, Taylor Fladgate, Fonseca, Dow, Graham, and Niepoort.

However, the best vintage for someone looking for a terrific investment and great quality is 1977. The year is a classic among vintage Port aficiona-

dos, and although some are beginning to drink well, the best of the vintage are still hard, solid wines that need another decade to come around. Moreover, prices for 1977 are still undervalued at about \$55 to \$65 a bottle. The best wines of the vintage are: Fonseca, Taylor Fladgate, Dow, Gould Campbell, and Warre.

Some Port lovers have preferred to put their money in the 1983 and 1985 vintages for laying away in their cellars. Most of the best wines from the two vintages should not be opened for another four or five years, although they have plenty of tannin and fruit concentration to improve for years. Vintage Ports from both vintages not to miss are: '85 Graham, '85 Fonseca, '85 Quinta do Noval Nacional, '83 Cockburn, and '83 Dow.

In view of the great years available on the market, there has never been a better time to buy vintage Port, and the fact that it has a life of 75 to 100 years makes vintage Port an ideal investment.

—James Suckling is the European editor of CIGAR AFICIONADO, and is the author of Vintage Port, Wine Spectator Press, 1990.

COLLECTIBLES

FOR LOVE OF LALIQUE

CIGAR AFICIONADO

100

he hammer slammed down. 1.32 million Swiss francs! A round of vigorous applause greeted the winning bid of about \$1 million from a consortium of American and European dealers and collectors going up against an equally high-spirited Japanese dealer at the Christie's Geneva saleroom on November 11, 1990. The prize was unusual: A glass fountain, one of a pair designed by René Lalique in 1926 for the Galeries des Champs Elysées, a covered shopping arcade in Paris. The piece had stood peacefully in a French provincial garden for several decades before being thrust into the auction spotlight—the location of its twin remains a mystery.

The world record bid delighted Christie's, the anonymous consigner and collectors around the world, who had grown accustomed to the regular shattering of Lalique sale records during the late 1980s. Most recently, the record for a Lalique vase was reset when a Japanese buyer paid two million French francs (about \$375,000) for a vase made in the cire perdue or lost wax casting process at an auction of 250 works by Lalique held last October at the Drouot Montaigne saleroom in Paris. Another cire perdue vase from the same auction went to Japan at a price of 1,750,000 French francs (about \$327,000) and Americans took home the better production pieces, including a rare green vase which found a new home in Detroit for 300,000

French francs (about \$56,500).

A glass and bakelite lamp de-

signed in 1920 sold for 810,000

French francs (about \$152,000).

Prices realized in this, and subsequent sales, have proved that there is no shortage of money or competition for the finest pieces of René Lalique's remarkable glass.

The global economic recession of the last two years took considerable wind out of the sails of prominent art and antiques dealers, and the markets they represent. But not so for Lalique, except for a slight downturn during the Persian Gulf war that satisfied some critics who thought it overinflated. While not totally invulnerable to the downturn, the Lalique market has been buoyed by the loyalty and enthusiasm of established collectors, new buyers including museums and the relative scarcity of extraordinary pieces.

RENÉ LALIQUE'S GLASS FOUNTAIN, ORIGINALLY DESIGNED FOR THE GALLERIES DES CHAMPS ELYSÉES IN 1926, ON DISPLAY AT THE MUSÉE DES ARTS DÉCORATIFS IN PARIS, LEFT; A HANGING LIGHT FIXTURE CREATED BY LALIQUE, VIEWED DIRECTLY FROM BELOW.

The Lalique mystique also benefited from a series of international museum exhibitions. The Galeries des Champs Elysées fountain, authentically restored, gracefully gurgled and splashed water on the red carpet at a retrospective at the Musée des Arts Décoratifs, which opened last October. The carpet had been laid out for Jacques Lang, the French Minister of Culture, and tens of thousands of eager visitors last October. The exhibition was among the most successful held at the Paris museum in its 100-year history. The turnout was so strong that the show was extended by several weeks before traveling to Tokyo, where it appeared at the Museum of Modern Art in June and July.

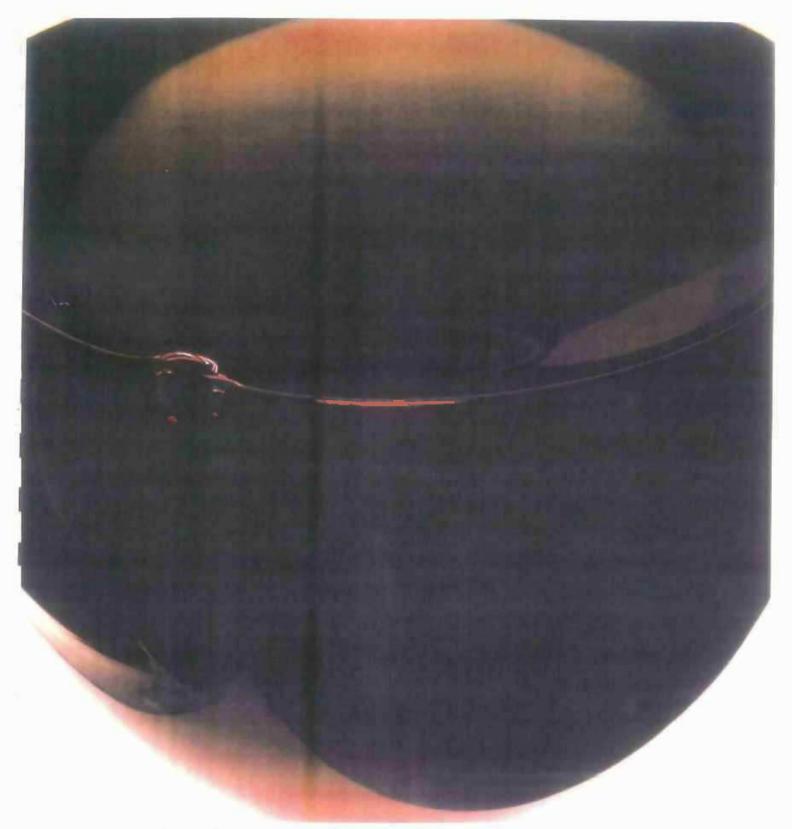
René Lalique, who died in 1945 at the age of 85, began his career as a jewelry designer in Paris over a century ago. He worked in a unique, Art Nouveau style which made him the most heavily patronized and celebrated jeweler in the world by 1900. At 50 years of age, he devoted his attention to glassmaking, producing a

legacy of extraordinary designs which collectors have pursued with increasing fervor over the last 15 years. The manufacture of impressive cast works was made possible by Lalique's modern factory in Alsace, completed in 1921. The facility, largely unchanged, is the site of the modern production carried on under René Lalique's granddaughter, Marie-Claude, whose most recent contribution to the innovative family legacy was the glass and metal medals designed for the Albertville Winter Olympics. René Lalique's commercially produced ware at Alsace ranged in scale from monumental architecture to exquisite glass jewelry, and provides collecting opportunities for most budgets and tastes. Vases, particularly those of rare

design or color, top the list of desirability and value with prices that can rise over \$100,000.

Lighting devices and illuminated decorative glass also were an important part of Lalique's commercial empire by the peak period of production in the late 1920s, and the boldest examples are in short supply and high demand. Like vases and Lalique's glass sculpture, lighting has the market advantage of appealing to interior designers and general collectors of decorative arts from the years between the great world wars.

Many Lalique collectors choose to focus on one area of the artist's output. Perfume bottles, which are among the earliest commercially designed glass by René Lalique dating from his collaboration with parfumer Francois Coty in 1907, are still made in large quantity and variety by Lalique. Most René Lalique examples sell for less than \$2,000



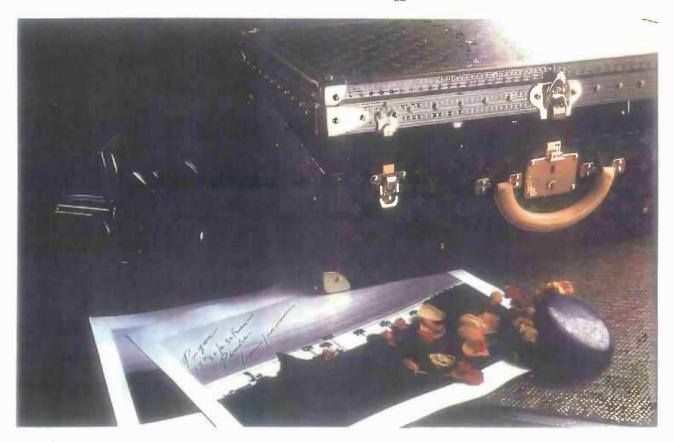
Red, the Baron Philippe de Rothschild way.

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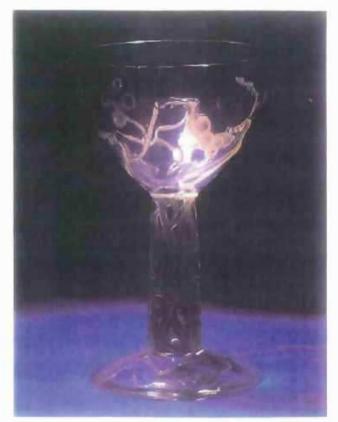


A LALIQUE CHALICE—THIS ONE SOLO FOR \$30,000 IN LONDON LAST APRIL—FAVORED BY MUSEUM CURATORS.

each but the rarest models command as much as a Mercedes 560 SEL (\$100,000). The typical perfume bottle enthusiast takes a conventional approach to collecting by trying to amass as many of René Lalique's designs as possible. There are over 250 of them. Collectors of René Lalique's glass automobile mascots (or mascoteers as they are known by dealers) also typically attempt to "collect the set," limited to 28 models. Providing they have survived the rigors of being bolted onto radiator caps in the golden age of motoring, the rarest examples can be worth considerably more today than the automobiles they originally graced, although most models are valued between \$2,000 and \$10,000.

The modest collector can focus on the range of superbly designed glass boxes, most of which can be found for less than \$2,000, or smaller vases in common colors and tableware. Specialized collections exist in the United States in René Lalique's inkwells, clocks, candlesticks, ashtrays, cigar humidors and cigarette boxes. The wealth and design diversity of Lalique's drinking vessels and decanters appeal to oenophiles. Many examples can be found at reasonable prices.

Advanced collectors focus on rarities including the unique cire perdue cast glass that exhibited the artist's talent as a master glass-maker, and were not for commercial sale. The number of cire perdue pieces in existence is estimated to be less than 200, over half of which are in permanent museum collections. One of the attractions

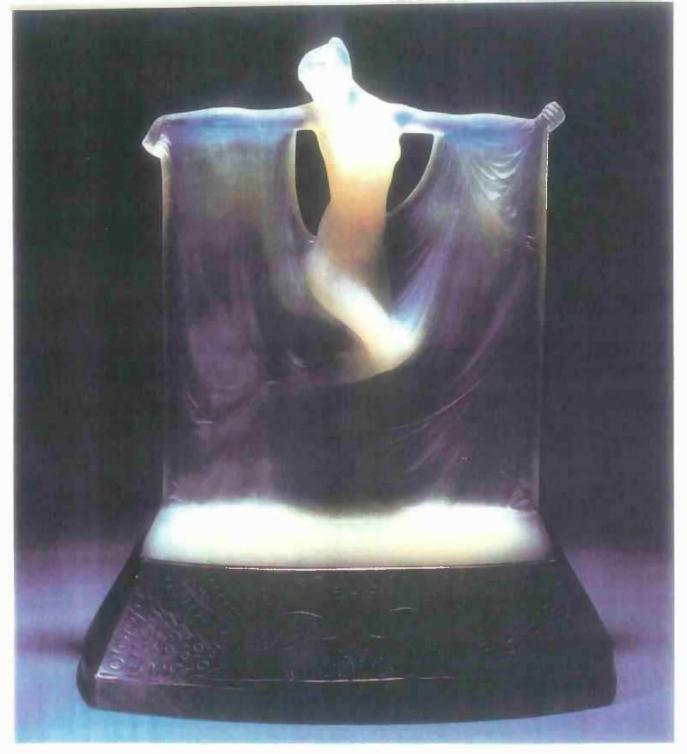


A LALIQUE GOBLET WITH "VIGNE" PATTERN, CIRCA 1914.

of cire perdue has been its impressive performance as an investment: A six-inch high sculpture of a crouching cougar which sold for a record price of \$39,000 at a New York auction in 1980 changed hands less than six years later for over \$300,000. Small vases in the technique, which fetched an average of \$4,000 each in the early 1980s, highlighted auctions later in the decade with prices climbing over \$150,000.



"VICTOIRE" OR "SPIRIT OF THE WIND" IS THE MOST DRAMATIC OF LALIQUE'S 28 AUTOMOBILE HOOD DRNAMENTS.



A CLASSIC EXAMPLE OF LALIQUE'S CIRE PERDUE OR CAST GLASS OBJECTS.

"I have had more fun collecting Lalique over the last five years than I had building my business during the previous 30 years," comments Marvin Kagan, the recently retired president of the Milgra-Kagan Corporation, a shoe store chain based in greater Chicago. Mr. Kagan may not be aware that "fun" is a euphemism for financial profit in the antiques business, but he has had considerable financial success during his relatively brief encounter with Lalique. Mr. Kagan's best deal was in 1990 when, at the highpoint of the market, he sold the bulk of his 250-piece collection to a Japanese collector

for over \$2 million. In that year, art and antiques was the fifth largest U.S. export to Japan.

For many Americans, however, Lalique glass collecting offers the opportunity to have real fun. "It is hard to heat a walk around the Paris flea market on a chilly spring morning, pausing for vin chaud or café au lait," according to a Midwestern collector. He is only too well aware that the days of finding cire perdue among the crates of brocantes or fancy junk are long gone. But the Marché aux Puces











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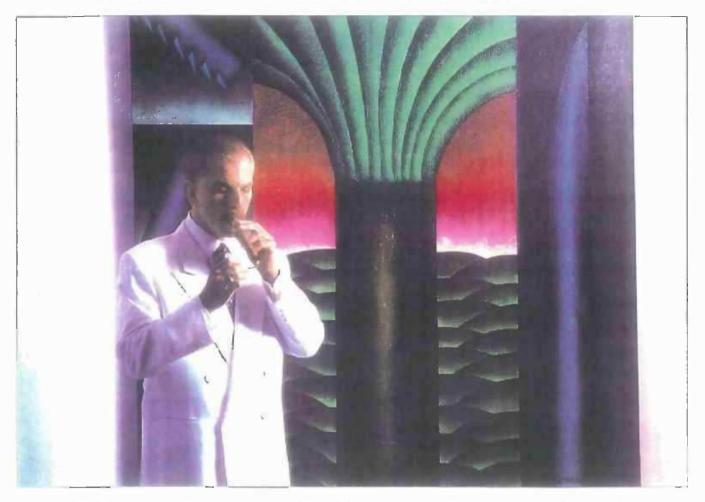
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A GLASS CIGAR HUMIDOR, CALLED "SULTANE."

is one of the many exciting, and sometimes exotic locations frequented by Lalique enthusiasts. They also dart in and out of museums with Lalique collections, a feat easily accomplished in most every European capital. Lalique cannot be purchased from museums, although many dealers have tried. Therefore, it is the auction marketplace that represents the front line of collecting. Even so, a fruitless excursion to a flea market, antiques fair, a gallery or an auction has the same rewards for the enthusiast that a good day's fishing with no catch brings to a serious angler.

A day in Paris "on the hunt" can begin with the delights of the flea market. It can include the purchase of an extraordinary object, a first-class, lengthy lunch, a friendly argument in Franglais, and endless gossip about the fortunes of colleagues. In fact, the relationships developed on these expeditions often are one of the biggest draws for the collector and dealer alike. The day usually ends with a generous



A LALIQUE BOX

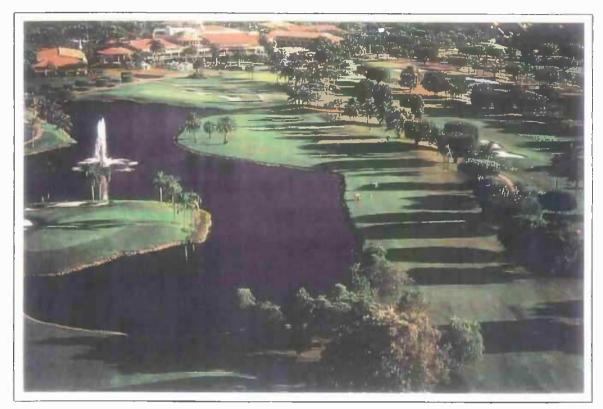
and elegant dinner—after all, this is France—at an hour when most Americans are watching the *Tonight Show*. "Before I started collecting Lalique, I couldn't speak a work of French," a New York collector said recently. "Now, I can argue in the flea market."

Most collectors don't need to explore the back alleys and tight nooks and crannies of the French flea markets. The world's fine art auction houses are an important forum for buying and selling Lalique glass. Among the most elegant are the regular sales held at Sotheby's in Monte Carlo, which provides an attractive weekend retreat from, say, Milwaukee. Lalique turns up regularly at Sotheby's and Christie's auctions worldwide, and at sales held in Paris by several French auctioneers. The largest French auction company is Ader Tajan, which holds an occasional auction dedicated to Lalique in the serene atmosphere of Tokyo's Okura Hotel. These auctions are held in French and Japanese, with live action telecast by satellite to bidders in Paris. Such sales are a far cry from the provincial events in Britain and the United States, which are often the source of the best bargains. Enthusiasts are especially advised to monitor the Lalique auctions held every fall at the delightfully English family firm of Bonham's, headquartered in a Georgian building just a stone's throw from Harrods in London.

Ask any auctioneer, dealer or collector about the problems of buying Lalique and they are likely to recount the abundance of fakes and forgeries that litter the marketplace. There are very few deliberate forgeries, but it is common to encounter glass made in the style of René Lalique which has had his signature added for purposes of deception. The novice can avoid such pitfalls by following the golden rule of art and antiques collecting: Never let the signature authenticate the object; always allow the qualities of the object to authenticate the signature. *

— Nicholas M. Dawes, a New York antiques dealer, is the author of Lalique Glass, a standard work on the subject.

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THE LANESBOROUGH LONDON, ENGLAND

"No" is not a word in the vocabulary at The Lanesborough. Whatever the wish or whim, the staff tries to satisfy at this new ultra-deluxe hotel in London.

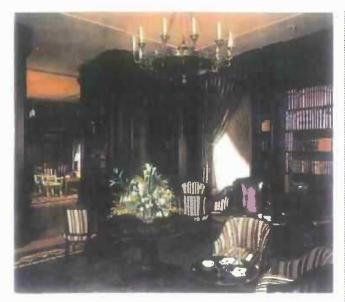
It sounds like a cliché but from the moment of arrival at the imposing early 19th century building at Hyde Park Corner, you are welcomed with a smile—something often absent under the gloomy, gray skies of London. These simple human touches at The Lanesborough enhance the immaculate attention to detail. The majestic sandstone, cream-colored structure has been restored to its former splendor, and its neoclassical-styled entrance complete with towering columns gives the impression of entering one of Britain's finest English manors. Inside, the hotel is lavishly decorated in an extroverted Regency style that makes you feel like you might be staying in Buckingham Palace, which happens to be a few hundred yards away.

More than £100 million (\$178 million) has been spent on developing the 95-room hotel. About £20 million (\$35.6 million) went to interior decoration and very little has been spared in expense. There is a museum quality to the restoration and decoration of the rooms in The Lanesborough, and some of England's most distinguished historical groups, such as the Royal Fine Arts Commission, the Georgian Society, the Victorian Society and the English Heritage, were used to oversee the hotel's refurbishment.

The hotel includes two restaurants, a bar, two sitting rooms, four function rooms and a small vaulted wine cellar for private dinners. Forty-six of the 95 rooms are suites and each room has a 24-hour but-



THE LANESBOROUGH STAFF AT THE HOTEL'S ENTRANCE. PHOTO BY BEN RICE.



LOUNGE AREA AT THE LANESBOROUGH, PHOTOS BY BEN RICE.

ler service, a fax machine, a safe, and a two-line telephone among its many amenities. Upon settling in a room, guests are given personal visiting cards which note the direct telephone line to their room and their private fax number. Personal stationery is also provided. The butler carefully unpacks the guests' clothes and dutifully asks if anything else is needed. For the restless, West End theaters, and Central London's shops and sights, including St. James' cigar shops, are within walking distance or a short taxi ride away.

Prices per night range from £190 (\$340) for a single room and £220 (\$390) for a double to £375 (\$670) for a junior suite and £680 (\$1,210) for a suite. In addition, the Royal Suite is available for £2,500 (\$4,450): it includes three bedrooms, two bathrooms, a kitchen, a reception room, a dining room, a personal butler and a chauffeur driven Bentley.

Nothing is an imposition here. A request for potato chips sent the butler scurrying away to the kitchen. Fifteen minutes later, he returned. Not with a cellophane bag of factory-made potato chips, but with a piping hot basket of freshly made chips. Or take, for instance, the request to visit the wine cellar—at midnight. It was warmly welcomed as was smoking cigars afterward in one of the sitting rooms, accompanied by a snifter of a fine vintage Armagnac.

The only less than outstanding feature about The Lanesborough is the cuisine. The hotel's restaurants have received mixed reviews in the British press. The criticism is understandable. Although everything else at The Lanesborough is clearly A-plus, the food is only a B standard. Little imperfections such as watery coffee from room service and inconsistent main courses in the Conservatory Restaurant seem more annoying when the quality standards and service of the establishment are at such a stellar level. Cuisine at The Lanesborough, for the moment, still seems to be evolving.

Nonetheless, the ambience in the restaurants and the other public areas in The Lanesborough is warm and clubby. Cigars are welcomed and all the restaurants and the bar have well-stocked humidors. The

selection is eclectic with popular sizes and shapes in Davidoff, Montecristo and Punch and lesser known ones from El Rey del Mundo and Rafael Gonzales. A keen cigar smoker, Philippe Airagnes, the head sommelier, takes as much pride in his humidor selection as he does with his very fine hotel wine list. His explanation is straightforward; he considers fine wine and cigars an essential part of any fine dining experience.

The Lanesborough is managed under contract by American-based Rosewood Hotels, which includes such prestigious establishments as the Hotel Bel-Air in Los Angeles and The Mansion on Turtle Creek in Dallas. So, the corporate background may account for The



THE ROYAL SUITE AT THE LANESBOROUGH.

Lanesborough's American-styled efficient service, touched up with an impeccably manicured British manner.

Opened in December 1991, The Lanesborough is setting new standards for hotels in London. "When you tell people you have the hest hotel in the world, they often look at you with a blank face," said managing director Geoffrey Gelardi, formerly with Hotel Bel-Air. "They think that here is another general manager who thinks that he is the hottest thing since sliced bread." He may not be far off track. While The Lanesborough may not yet be the best, it certainly aspires to be.

- James Suckling

THE LANESBOROUGH

No. 1 Lanesborough Place, London SW1X7TA England Phone: (44)71-259-5606 Fax: (44)71-259-5606

Room Rates: Single, £190 (\$340); Double, £220 (\$390); Junior Suite, £375 (\$670); Suite, £680 (\$1,210)



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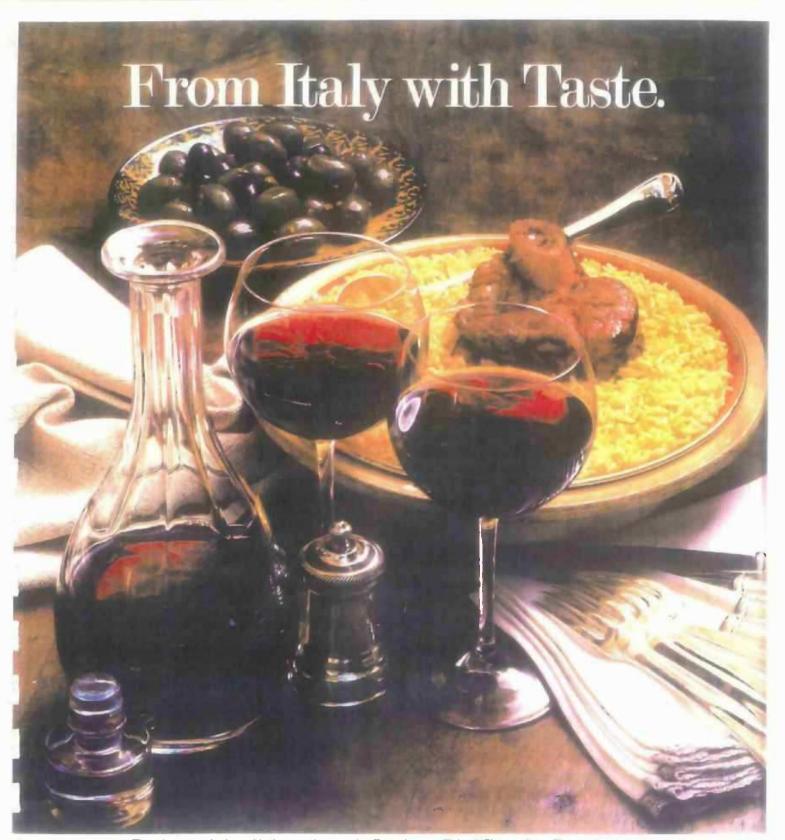
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VINO Wality of Life.

MELIA VARADERO VARADERO, CUBA

Cuba's Varadero has always been known for its exquisite white, sandy beaches and clear, light blue sea, but the hotels available until recently had very little in common with the area's first-class coastline. Then came the Melia Varadero. Opened in December 1991, the 483-room Melia Varadero is the only five-star hotel on the thin, 35-kilometers-long peninsula which juts out into the Caribbean Sea. Cuba is no different than many other Caribbean Islands, and therefore, its rating system for hotels can be extremely suspect. But the Melia Varadero is a very good hotel, even by international standards.

The impressive white, star-shaped building with its seven wings sits on a small bluff overlooking the sea. Nearly every room has a balcony with a sea view. Inside, the public areas, such as the lounges, restaurants and bars, are immaculate. The large atrium with its fountain in the center of the hotel is a blissful spot to take a break from the hot Cuban sun. The hotel staff is friendly and helpful, but oftentimes slightly inefficient. Patience is an important virtue for any tourist in Cuba.

The hotel's swimming pool is large and multi-leveled with various small bridges criss-crossing the water. All bridges lead to the bar in the center; so, it is easy to find your way to a cold beer or cocktail. Bar maids are always close by to take orders for food or drink while guests luxuriate in the sun. If you prefer ocean swimming, a one minute walk takes you to the soft caressing waves of the Varadero. There are lounge chairs on the beach, although refreshments are unavailable. The water is a beautiful shade of turquoise. You can wade out about 30 yards before actually swimming. There are few waves, so it is an ideal place for children.



THE POOL AREA OF THE MELIA VARADERO HOTEL

The hotel's restaurants are very good by Cuban standards, with plenty of fresh fish, chicken and meat. The food here is not complicated. A good rule when eating in Cuba is to order the simplest things on the menu. Stay with grilled fish or chicken and you will seldom be disappointed. Getting dressed for dinner at the Melia Varadero means an open-collar shirt and trousers for men. The main restaurant is the most popular but it is just as enjoyable relaxing in shorts at the grill restaurant next to the pool. The wine list is adequate in both restaurants with a few Spanish and French wines, but an ice cold beer, preferably the local brew called Hatuey, goes down best in the hot weather.

The rooms are comfortable. All have tiled floors, wicker furniture and large beds. The telephone system is efficient and a fix is available. Satellite television is available in every room. Prices are reasonable with a double room costing about \$140 a night. The seven suites range from \$240 to \$300, and include a large bedroom, a separate living room and two bathrooms.

At the moment, most of the guests at the Melia Varadero are either Canadian or Spanish, although more Europeans are expected in the future. A few Americans stay each year, but they have to be rather enterprising to get there due to the restrictions on travel to Cuba from the United States. Most of the guests, like in other Varadero hotels, come on package tours, which cost as little as \$400 or \$500 a week from Canada. Most direct flights to Havana or Varadero from North America originate in Montreal, while Manchester, Paris and Madrid are the key gateway cities from Europe.

Hotel guests can sign up for day trips from the Varadero to Havana. The distance between the two cities is about 140 kilometers, but the travel time is about two hours each way due to the poor roads. Most people pass on the opportunity in lieu of the hotel's pool and beach. For a cigar lover, however, it would be a shame not to visit one of the cigar factories in Havana. But if the trip seems too difficult, guests won't be deprived because cigars are very affordable at the hotel. Cohiba Lanceros and Coronas Especials can be purchased for about \$5 each.

Varadero is a vital tourist center for the Cuban economy, and last year, it generated close to \$100 million. A large proportion of the nearly 300,000 tourists who come to Cuba go to the Varadero. An 18-hole golf course, food and gift mall, and apartment complex are already under construction near the hotel.

There is something to be said about sitting next to a swimming pool, smoking a Cohiba and drinking a cold cerveza. Although the Melia Varadero may not be five-star quality on an international level, it makes a grand statement for tourists visiting Cuba.

— J. S.

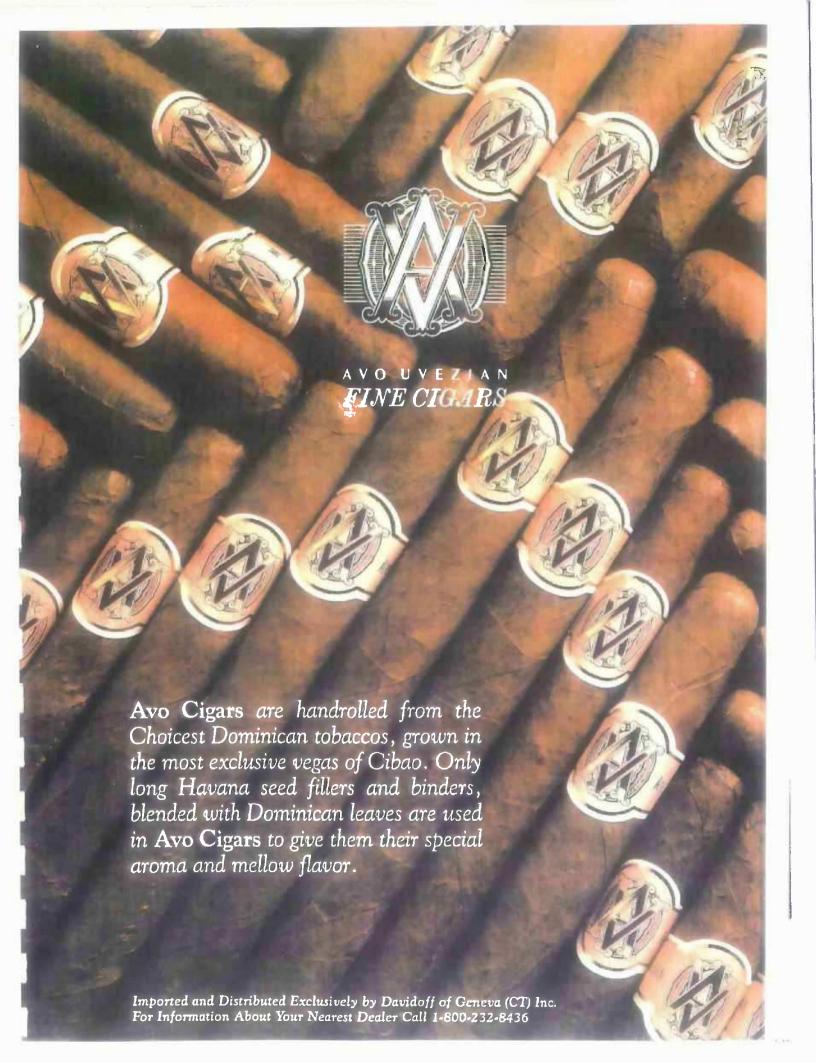
Melia Varadero

Autopista Sur

Varadero, Matanzas, Cuba

Phone: (Check with travel agency)

Room Rates: Double, \$140; Suites, \$240 to \$300



GRAYCLIFF Nassau, Bahamas

In Nassau, legends are part of the appeal of the Graycliff Inn. Captain John Howard Graysmith originally built on the property and used it as a launching point for his raids on Caribbean shipping. Later, the first Anglican church in the Bahamian capital occupied the building. Finally, the old colonial building became the first public inn constructed in Nassau in 1844. Today, the charming inn has become a mecca for everyone from big spenders flying in for a good time to people seeking to escape for a few days in a quiet setting.

The 14-room hotel is a tiny oasis in what otherwise is a large, hustling tourist destination, often overrun with cruise ship passengers. But staying at the Graycliff reminds you of the bygone days of the Bahamas when only a few family-run hotels and private homes dotted the sandy coastline. Above all else, the Graycliff is a shrine to good hospitality and fine cuisine in the West Indies.

Your arrival at the white-washed colonial building is met with little ceremony. A uniformed servant will quietly look to your reservation, carry your baggage and show you to your room. It is more like staying in a private residence than in a hotel. The Graycliff's colonial decor, which includes several photographs of the British Royals, invites visitors to imagine they are the guest of a nobleman—perhaps even the Third Earl of Staffordshire who owned the Graycliff until 1966.

Today, Graycliff's owners, Enrico and Anne Marie Garzaroli, simply greet everyone in stride and make them feel at home. Enrico's philosophy for a successful hotel and restaurant is simple: "I believe that nothing is impossible in this life, and I try to offer the client whatever he or she wants," he said.

The guest rooms are elegantly decorated in the colonial period, and feel more like large bedrooms in a country house than hotel rooms.





ENRICO GARZAROLI, THE OWNER OF THE GRAYCLIFF INN, LEFT, IN FRONT OF THE HOTEL'S ENTRANCE; THE LUSH TROPICAL GARDENS SURROUNDING THE HOTEL, RIGHT.



THE POOL AREA AT THE GRAYCLIFF INN.

But even though the rooms are comfortable, it's much more likely that guests will relax in the welcoming main hotel reception room or on the quiet veranda. Most people spend their days sightseeing or relaxing at the hotel swimming pool. The hotel's brilliant blue-tiled pool, hidden among a tiny tropical forest of palms and ferns, is one of the island's most blissful locations. Room prices range from about \$210 to \$365 a night.

Most people who visit the Graycliff, however, come for one reason: gastronomy. The cuisine here is a melange of European and Bahamian tastes. Starters such as Bahamian crawfish in a puff pastry or conch chowder are well-prepared. The main courses are equally as good, with such local delicacies as grouper scented with seaweed in a curried sabayon sauce or fresh shrimp with saffron and spinach leaves. Chef Philip Bethell has a talent for maintaining the unique flavors of the local produce, while giving his cuisine an underlying elegance.

Choosing a great bottle of wine to go with your meal at the Graycliff is difficult. The Graycliff's wine list is massive, and underneath the restaurant, where the West Indian Regiment once kept prisoners, lies a cellar stocked with more than \$3.6 million worth of wines and spirits. The hotel has received *The Wine Speciator*'s Grand Award for one of the world's greatest wine lists since 1988. The wine selection ranges from the outrageous, such as a bottle of 1865 Lafite-Rothschild for \$16,000, to the mundane, like a bottle of Mateus Rosé at \$20.

The Graycliff's cigar selection is just as impressive. The hotel stocks just about every commercially available Cuban cigar as well as non-Cuban ones from the Dominican Republic and Honduras. The cigar collection numbers some 130 different types and 600 boxes. For lunch or dinner, plan on spending about \$100 per person on food, wine, cigars and service.

The Gazzarolis' personal service may not be for everyone, especially those people who are used to full-service international hotels. Nonetheless, with such a unique and wonderful style, the Graycliff has a growing congregation of guests who swear by the quality of this charming and tranquil establishment.

-J. S.

GRAYCLIFF

West Hill Street PO Box N 10246, Nassau, The Bahamas Phone: (809) 322-2796 Fax: (809) 326-6110

Room Rates: \$210 to \$365





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RESTAURANTS

Troisgros

ROANNE, FRANCE

or the past century the citizens of Roanne, a city of 40,000 set among the rolling hills on the edge of the Beaujolais countryside, made their living in the local armaments factory in one of the nearby textile mills. Today, and for the past several decades, Roanne has been known around the world as home to the Troisgros family, one of the great culinary dynasties of France.

The family began with a modest restaurant just opposite the train station in Roanne. Jean-Baptiste Troisgros oversaw the comings and goings of the crowds of businessmen who were attracted to his good food and wine, communal dining table and a constant fare of local gossip. Jean-Baptiste was succeeded by his sons Jean and Pierre. Jean died in the 1980s, but Pierre and his two sons, Michel and Claude, now tend the stoves. By repainting the railway station salmon-pink and green in honor of Troisgros' signature dish, an escalope of salmon with sorrel, the city council has publicly acknowledged the enormous debt it owes to the Troisgros family for putting the city on the culinary map.

The present design and layout of the restaurant do not resemble the humble beginnings of the family. Michelin describes it as a "contemporary design" but perhaps a more accurate description would be "space age." Inside and out, the restaurant is glass, chrome and very high-tech.

Although visitors may disagree on the appropriateness of the design, it must delight all those who work there. Except, of course, those who have to polish the glass and chrome. The huge kitchen has neither pillar nor post to obscure the view and is relatively cool; the vast subterranean cellar is temperature controlled and reached by wide, shallow steps which must ensure the minimum of breakages.

When it comes to stocking his kitchen and cellars, Pierre Troisgros starts with an enormous advantage. Troisgros is one of the most famous chefs in France, and every wine producer wants to sell to him-allocation is a word that he rarely hears. The cellar, 80,000 bottles in total, of which he sells 25,000 a year in the restaurant, contains all the top names.

Troisgros also realizes that not everyone can afford these wines. One recent meal included two mid-priced California Chardonnays and a Muscat de Mireval from the Languedoc. Finally, tucked away in his cellar is a range of half bottles of Château Petrus which Troisgros explains is the "cheapest" way for any diner to taste this fabled wine.

Having taken care of the wine lover, Troisgros does not neglect those equally passionate about food or cigars. His signature dishes remain on the menu-a thick creamy soup of frogs' legs, the esca-



PIERRE TROISGROS, THE CHEF AT TROISGROS.

lope of salmon with sorrel and a fillet of beef pot-au-feu with a creamy horseradish. But the best value lies in the 10-course menu at 580 francs (about \$105 U.S.), which includes the first two of these dishes plus servings of foie gras, lobster poached with Sancerre, and a pigeon roasted with garlic.

It is impossible to miss the cigar collection. Walk down the steps to the wine cellar and there on the right hand side, naturally at the correct temperature, is what can only be described as a "cigar vault." Excluding the smallest, there are over 60 different cigars on offer from all the top brands-Upmann, Punch, Quintero, El Rey del Mundo, Hoyo de Monterrey, Por Larranaga, Partagas, Romeo y Julieta, Davidoff, Montecristo and Bolivar, ranging in price from 26 to 250 francs (\$5 to \$45).

On one recent visit to Troisgros, two memorable dishes were available—a half a lobster perfectly grilled with a chive butter and a shiny white mousse of scallops which contained the last of the season's sea urchins. Any gourmet heading for Troisgros would have a tough time trying to choose between the three main pleasures of this three-star palace: the menu, the wine list or the choice of cigars.

-Nick Lander

TROISGROS Place de Gare, Roanne, 24300 France

Phone: (33)77-71-66-97 Fax: (33)77-70-39-77

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BIBENDUM

LONDON, ENGLAND

Large of fine and drink and smoke recognize the roly-poly contopic inspector collect Bibendum—the Michelin tire man groces the more of the company's red hotel and restaurant guides. But a restaumore filled with images of Bibendum takes a big risk: It sets inself up to be judged by Michelin's high culinary standards. Located in the exquisitely restored Art Deco Michelin building in London's Chelsea district, Bibendum lives up to nearly all the expectations, and is one of the city's best restaurant experiences.

It is worth eating at the restaurant just to see the bright, airy dining room with its three huge stained glass windows of the rotund Michelin tire man smoking a torpedo cigar. Given that symbol, it shouldn't come as a surprise either that this restaurant encourages cigar smoking. Of course, the proprietor loves a fine Havana. When design guru Sir Terence Conran opened the restaurant in 1987, he insisted that people be encouraged to enjoy fine cigars. As Bibendum manager Oraham Williams said: "Restaurants are places where you are supposed to enjoy yourself and not somewhere you have to behave a certain way."

There is plenty to enjoy here. Bibendum is not a place for lavish sauces and heavy-handed main courses. The menu emphasizes fresh ingredients with dishes ranging from a simple portion of fresh crabmeat to something more inventive such as marinated and roasted sweet and sour quails with oriental salad. From the beginning, chef Simon Hopkinson and Sir Terence created a menu inspired by the great brassieres of Paris. Although Bibendum has classic no-nonsense French brassiere fare such as steak au poivre and roasted chicken, Hopkinson adds a bit of Britain to the menu with such dishes as poached wild salmon with hollandaise and cucumber sauce and roasted rabbit leg in a bacon and mustard sauce. Prices range from about £7 (\$12.60) for starters to £18 (\$32.00) for main cours-



THE EXTERIOR OF THE BIBENDUM RESTAURANT.

es. The food has attracted a crowd of regular customers; reservations must be made three weeks in advance.

Bibendum also has one of the better wine lists in London. With more than 700 selections, the emphasis is French, but plenty of interesting bottles from Italy, Australia, New Zealand, Chile, and Spain are also on the list. Even wines from Austria. England, Hungary, Russia, and Lebanon are available. This is not a restaurant where you have to buy expensive bettles of Changagae, claret or Burgundy to get a good glass of wine.

If you have to have a bottle of super rare wine, plenty are available. Try magnums of Krug Private Cuvée such as the '64 at £499 (\$900) or the '59 at £459 (\$810). Bottles of 1976 Corton Charlemagne from Domaine Bonneau du Martray, £145 (\$260), and 1978 Montrachet Domaine Laguiche, £495 (\$890), are drinking well. A wide range of Domaine de la Romanée Conti reds should keep Burgundy lovers happy, including a '64 Richebourg at £489 (\$880) and '52 La Tâche at £575 (\$1,035). And claret connoisseurs will not be disappointed with all the first, second and third growths available: the '61 Palmer is difficult to find and exciting at £425 (\$765) a bottle and the legendary '45 Haut Brion at £975 (\$1,755) is a great treat.

The cigar selection reflects the quality of the fine wine list. There are no less than three humidors. One contains a range of Davidoffs while another carries many of the key brands and sizes of Havanas, including Montecristo, Punch, and Hoyo de Monterrey. The third humidor, made of solid silver, holds the preferred brands of Sir Terence. The cigars are primarily Ramon Allones Petir Coronas and Rafael Gonzales Coronas.

After an excellent meal, it is soothing to sit back and enjoy a fine cigar while gazing at one of the large stained glass windows of Bibendum. You quickly realize that the Michelin man is more than a symbol of gastronomy in London.

—lames Suckling

BIBENDUM Michelin House, 81 Fulham Road, London SW3 Phone: (44)71-581-5817



THE DINING ROOM AT BIBENDUM

THE '21' CLUB NEW YORK CITY

The '21' Club in New York City is an American institution. A doorman stands out on the curb, opening the highly polished brass doors and whistling for cabs, or just helping regulars into their limousines. A maître d' waits inside the doors, greeting customers and asking for their reservations. There's a coat-check girl, men's and ladies' room artendants and, at the gift counter, a saleswoman sells private label '21' cigars. From the '21' woven into the wall-to-wall carpeting, to the warm wood paneling and soft leather chairs in the lounge, to the green glow of the financial services screen, the restaurant nearly shouts its devotion to the high-powered and influential.

Ken Aretsky, the chairman of The '21' Club, says that the club "still has the sensibility of the era of Fred Astaire and Ginger Rodgers." But he's quick to add that there's a whole new generation of clients who see the restaurant as a place to lunch and dine regularly. Aretsky says the extras, like the doormen and greeters, help the restaurant stand out from the competition. And, he says, out-of-towners use the building as a home, a place to eat every time they are in New York. But like many other old-line New York restaurants, '21' draws hig names from publishing, finance and the theater.

The food also has been restored to a top-quality level. Chef Michael Lomonaco has revitalized the club's old standards—hamburgers, chicken hash, steak tartare—and restored their place as outstanding '21' Club meals. Some of Lomonaco's additions, such as the peppered tuna steak or grilled quail salad with honey walnuts, get consistently high marks. Nothing comes cheap. The hamburger costs \$21.50, the chicken hash \$23 and no sandwich is less than \$17.50. Entrées range from \$21 for a traditional sunset salad to \$37 for the black Angus steak. The trademark scrambled eggs with caviar are \$40. "It is a very expensive restaurant," says Aretsky. "But we give great value." Lunch for two can easily exceed \$100.

The restaurant's wine cellar has always been outstanding. It includes rarities such as a double magnum of Château Mouton Rothschild 1961 for \$2,750, a 1949 Château Latour for \$650, and a 1966 La Tâche from the Domaine de la Romanée Conti for \$490. There's a full range of less expensive white and red Burgundies as well as the top Bordeaux châteaux. California cabernet sauvignon listings include the 1975 Joseph Phelps Insignia at \$110, the 1986 Diamond Creek Volcanic Hill at \$80 and the 1987 Caymus Special Selection at \$135. The list also includes German and Italian selections and a Wines of the World section with choices from Switzerland, Argentina, Chile and New York State. In addition, there are two pages of wines by the half bottle. The restaurant has received a Best of Award of Excellence from The Wine Specialor.



KEN ARETSKY, CHAIRMAN OF THE '21' CLUB. PHOTO BY KENT HANSON.

But The '21' Club sets itself apart from most other American restaurants with its liberal policy toward cigar smokers. In the smoking section of the bar dining room, cigar smokers may light up at their tables. "As long as you set the rules, there's no problem," says Aretsky. He swears he has never had a complaint. "We openly sell our cigars. We're proud of it," says Aretsky. While the restaurant only offers the private label '21' cigar, Aretsky keeps cigars in a humidor for his regular customers.

The combination of attentive service plus the extras has added up to a renaissance for The '21' Club. When Marshall Kogan, a financier, bought the club in 1986, it was headed downhill. Most of its customers were in their 70s, and the restaurant had failed to attract a new generation. An early attempt to bring in chefs Anne Rosenzweig of Arcadia and Alain Sailhac of the French Culinary Institute failed because they tried to tamper with the restaurant's traditional fare. But today, with Lomonaco at the stoves, the restaurant is lammed.

The '21' Club is a place where good, simple food is joined with a good feeling. One customer comes in on rainy days and usually orders the same meal: a Caesar's salad, a hamburger and mashed potatoes with onions and washes it down with a bottle of Château Mouton-Rothschild followed by a pre-Castro Cuban cigar. And who said the good life is gone?

—Gordon Mou

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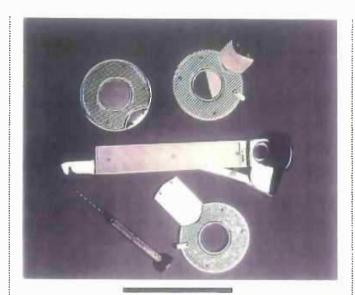
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A CORRECT CUT RIVALS A COMFORTABLE CHAIR; YOU DON'T EVEN NOTICE IT.

The world of good living is full of rituals. Connoisseurs uncork bottles of fine wine. Lids are twisted off tins of caviar. Truffles are shaved one sliver at a time. For cigar smokers, however, ritual comes into play when they cut off the ends of their cigars before lighting them.

The cut can seal the fate of a cigar. If it's not done correctly, the smoke can be hot, or the wrapper leaf can unravel and leave a flap hanging off the lit cigar, or the smoker's teeth can get covered with bits of unsightly tobacco. A correct cut rivals a comfortable chair; you don't even notice it.

Each smoker has a favorite way to snip off the end of a cigar. With each methodwedge, guillotine, scissors, bulls-eye, piercer, knife-the quality of the cutting tool often relates directly to the quality of the cut. But the debate over which way is the best way may be endless. A ritual that is so personal frequently results in inflexible opinions about a right and wrong method. That's heightened by the fact that a preferred cutting method usually isn't the result of some scientific research by the smoker, but rather, traces directly to the person who taught him to appreciate cigars. There are a few basic rules, however, that can lead to a perfect cut.





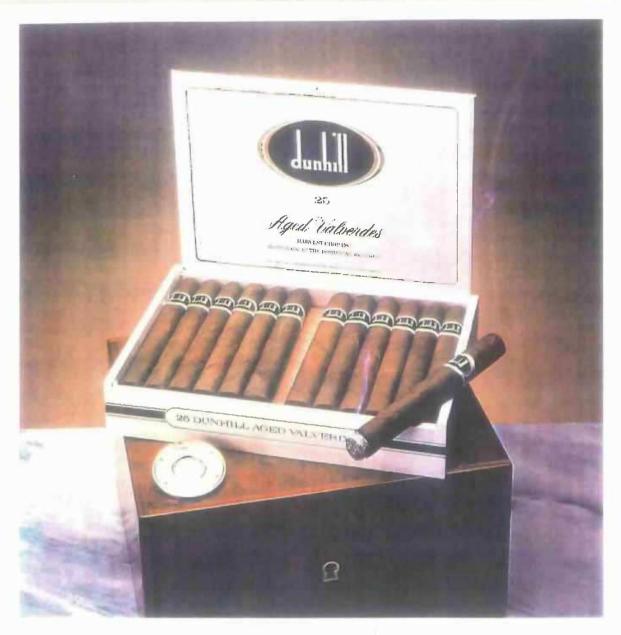
FOR INFORMATION ON THE CUTTERS FEATURED, SEE PAGE 128.

If mistakes are made in the cut, it may be because the smoker doesn't understand how cigars are made. All handmade cigars are closed off at one end in the manufacturing process. In some cases, this closure is made with a separate piece of the tobacco leaf called a "cap,"

usually cut from the same wrapper leaf that's on the cigar. It is secured with a special vegetable-base glue. Others are finished off with a "flag," which is part of the same wrapper leaf but has been shaped with a knife to be wrapped around the head end of the cigar—the same kind of glue is used. The latter technique is obvious in some cigars because instead of being smoothed out underneath the flag, the leaf is twisted off in a pigtail. In all cases, the cap or flag closes off the wrapper and binder leaves which hold the filter leaves together in the "bunch."

The goal of a guillotine or scissors cut is to clip off enough of the end to expose the filler leaves, but to leave enough of the cap or flag on to keep the wrapper on the cigar. That usually means a cut of about two millimeters, or about one-sixteenth of an inch. If you're not into metrics or rulers, another safe gauge is to look for the "shoulder" of the cigar. In a flat end cigar, it may be quite noticeable; in a rounded end, it's a little hard to find but it's where the curve of the end straightens out. In a well-made cigar, the cap or flag usually extends over the shoulder. If the cut is made at the shoulder, or just a touch above, the cut can be perfect.

Guillotine cutters must be kept sharp. Once they become dull, the blade begins to "push" the tobacco leaves, often tearing the side of the cigar away from the blade. To achieve a clean cut with a single-blade guillotine, the cigar should be positioned against the far side of the opening, the



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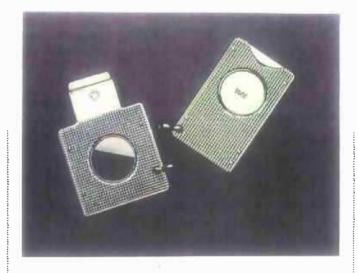
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blade brought to rest against the cigar and then snipped with a sharp thrust. Most single-blade guillotines also have a pocket for the blade; these must be cleaned regularly of tobacco pieces, otherwise the blade can jam. Beware of less expensive guillotine cutters with a single blade; they can damage cigars.

Double-bladed guillotines eliminate the problem of the cigar's far side being tom by an improper stroke of the blade. But these double blades do work better if care is taken in positioning the cigar. Be sure the cigar is flush against one blade before attempting to make a cut. The cutting motion should be crisp. These cutters should also be cleaned, but their design usually prevents jamming; a once a year cleaning should be enough.

Scissors are more problematic. A good scissors must be properly balanced between the handles and the blades. If not, it is very hard to hold the cigar steady against one of the cutting blades and get a clean cut. Also, if the hinge doesn't allow for a long movement of your fingers, it can be very hard to get a straight cut across the end of the cigar. But again, the same principle applies-you want to cut off enough of the cigar to expose the filler leaves without removing all of the cap.







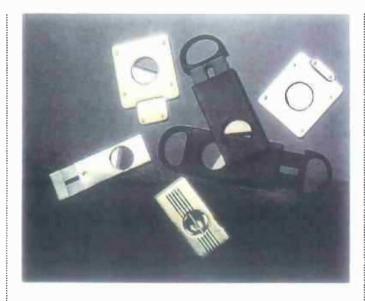
One of the most popular cutters today leaves a v-shaped wedge in the end of the cigar. A greater surface area of the filler bunch is exposed than in a straight cut across the end. But smokers who like to chew the end of their cigars should be wary of a wedge cut. If too much pressure is applied to the end of the wedge-cut cigar, the wedge can collapse. This causes an accumulation of moisture and tars, and can make the draw tighter. If you pull too hard on the cigar, it can make the cigar smoke hotter. and harsher.

Two other types of cutters, a bull's-eye and a piercer, accomplish the same basic cut: putting a hole in the end of the cigar without damaging the cap's adhesion to the cigar. The bull's-eye uses a hollow tip cutter which is turned in a quick circular motion; experts advise that the hole shouldn't be made too deep. A cut that's too deep can draw the air and smoke down toward the middle of the cigar which can make it smoke hotrer. The same caution should be used with the piercer, which often looks like an auger. The hole should pierce the cap, but it should not be made too deep.

Many people swear by a simple knife, or one-sided razor blade. Although the free blade requires a steady hand, the depth and angle of the cut, especially in a v-shaped wedge, can be gauged precisely according to the smoker's preference. The key to a successful knife cut is the sharpness of the blade. But unlike some guillotine cutters, a knife blade can be sharpened on a whetstone.

No article on cutting would be complete without the simplest cutting device of all: your teeth. It's convenient because you always have them with you. But experts, many of whom incidentally make a living selling fancy cutters in addition to cigars, argue that only the very skilled teeth cutter can ensure a good, clean out every time. They argue you can't see the cigar, you don't know exactly where the cut is being made, and you run the risk of tearing the cap and wrapper. Without a doubt, there also is an element of bad manners; spitting out the tobacco can be unsightly. But in a pinch, the teeth always work.

Another method has come into vogue because of the modern method of putting separate taps on the cigars. You can simply flip the cap off with your ingernail. Dick DiMeola, the executive vice-president and thief operating officer of Consolidated Cigar, says he lips off the caps of his company's cigars with his fingernail. Despite Mr. DiMeola's expertise, there is the danger that without the cap, the wrapper







may begin to unravel. And, it's not the easiest skill in the world to master.

In the end, the goal is to get a consistent cut that doesn't detract from your enjoyment of the cigar. Sharp blades and steady hands almost ensure that your cutting technique doesn't have to be too precise. Moreover, one bad cut doesn't have to ruin the day.

There's always the next cigar.

— Gordon Mott

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TOP PHOTO — DUNHILL: GUILLO-TINE CUTTERS, IN SILVER AND GOLD AND STAINLESS STEEL, PRICES \$160 TO \$450, A WEDGE TABLE CUTTER, \$320, AND A GOLF ORILL, \$65.

BOTTOM PHOTO -- DAVIDOFF:

DAVIDOFF'S SIGNATURE DOUBLEBLADE GUILLOTINE CUTTERS IN
WHITE AND BLACK, \$45, SCISSORS.
STAINLESS AND GOLD, \$360.

PAGE 127

TOP PHOTO — TWO GUILLOTINE
CUTTERS IN STAINLESS STEEL,
LEFT, \$235, AND GOLD PLATE,
RIGHT, \$285, FROM ELGI.

GENTER PHOTO — SCISSORS.

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BOTTOM PHOTO — V-CUTTERS IN
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PAGE 128

TOP PHOTO — GUILLOTINE
CUTTERS. SUPPLIED BY
CONSOLIDATED CIGAR, NEW
GESTY AND F.G.T. ENTERPRISES.
PRICES RANGE FROM \$3 TO
\$25-\$35.
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GOLD GUILLOTINE CUTTER BY S.

DUPONT, \$195.

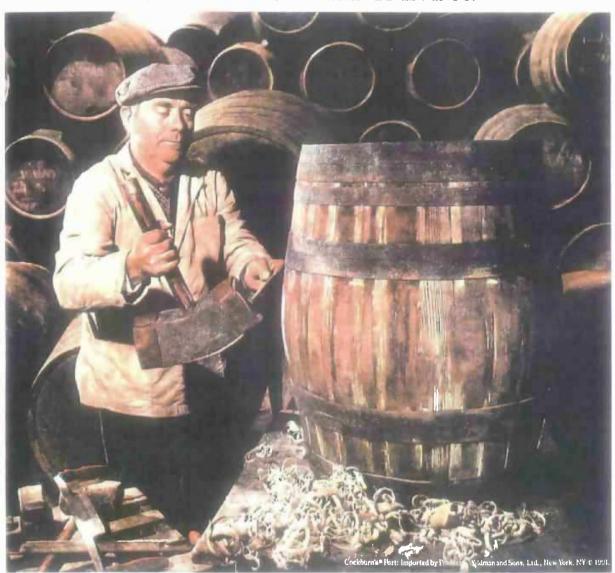
BOTTOM RIGHT — A "VENDÔME"

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1985



Hollywood. He was just coming off Thelma & Louise and it would soon bring him an Oscar nomination as best director. By chance, Scott on his own had been exploring the idea of doing a film on Columbus, and when Bosch set forth her vision and a synopsis of a script, he had one immediate reaction: "Yes, if Gérard Depardieu would agree to be Columbus."

This took Bosch by complete susprise; oddly, Depardieu had not even occurred to her. With their sights set on finding U.S. financing, she and Goldman had been focusing on American stars like Kevin Costner and Michael Douglas, big names they figured would be the only way they could secure the necessary funding. But as soon as Scott said it, Bosch knew Depardieu would be perfect.

The star of Cyrano de Bergerac, Danion, Jean de Florette and The Last Metro was now the biggest star in Europe, and with Peter Weir's Green Card, he had made an impressive debut in the English-language market. Distributed by Disney, Green Card grossed over \$40 million in America alone.

Bosch was sure he would be perfect for Columbus. "Right away I knew there would be no problem with energy; Gérard would burst the screen," she said. "And from that moment on, thinking of him in the role gave me a big push. Instead of having an abstract idea of Columbus. I knew it was Gérard. It was a liberation."

Queen Isabella, I had great difficulty, because it was ambiguous, it was an unresolved sexual attraction. In sum, it was not Hollywood. Gérard got it right away, like a laser....Ridley and I came away very excited. Gérard is larger than life. And Ridley films larger than life. It seemed a perfect match."

With Depardieu aboard, Goldman and Scott went to see Gaumont, the French film conglomerate and part of the Schlumberger family empire. They met with Nicolas Seydoux, head of Gaumont, and a close friend of Depardieu. Scott was expecting a tough Hollywood-style negotiation, but when they named a price of 43 million francs, some \$8 million, one of the largest sums ever paid for French distribution rights, Seydoux simply said fine. "We shook hands," Scott recalled, "and then a moment later a waiter came out



GÉRARO DEPAROIEU WITH NATIVES.

But would Depardicu agree!

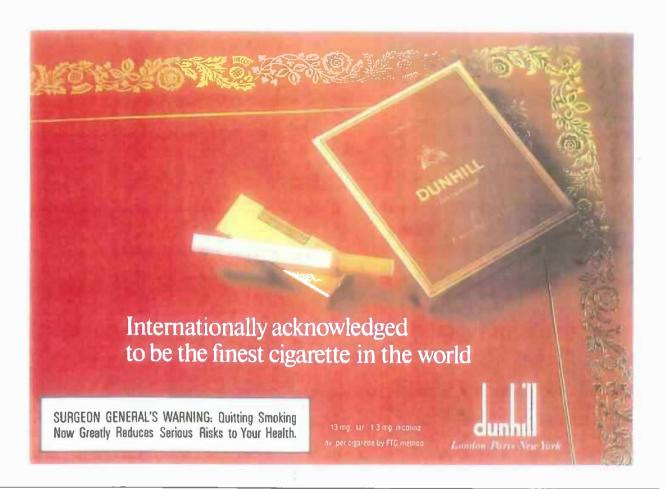
Bosch sent Depardieu a draft script and then set up a meeting with him in Paris, at the Hotel Raphael, a favorite rendezvous point for French film stars and executives. She and Scott arrived in the bar at the appointed hour of 7 p.m., but there was no sign of Depardieu. After a half-hour wait, Bosch telephoned Depardieu at a pied-àterre he keeps in Paris, and he answered with a very soft, very shy voice. Had be forgotten? Or was he just nervous about taking on such a colossal tole? She had no clue, but soon Depardieu was storming into the Raphael and into a torrential stream of conversation. For an hour Depardieu did most of the talking, about himself and his vision of Columbus; it left both Scott and Bosch a little dazed.

Bosch: "To my astonishment, I realized that in one or two readings he had understood all the subtleties behind the lines. When in Hollywood I had tried to discuss Columbus's relationship with carrying a silver tray with a bottle of Champagne, from the family winery of course."

* * *

With Gaumont providing the essential start-up capital, Scott and Bosch began putting together the mammoth venture, from finding and outfitting Columbus's ships to scouting the locations needed in Spain and The New World. Goldman focused on packaging and selling world rights to their project, but soon he ran into an unexpected and terrifying hitch: Hollywood competitors.

Producers Alexander and Ilya Salkind, hest known for their Superman movies, had their own Columbus film in the works, and it promised to be a real Hollywood shebang. There was talk Tom Selleck would play the lead, there were rumors Marlon Brando would have a role, and the Salkinds were busy trying to legally



DISCOVERING COLUMBUS

corner every conceivable title using the name Columbus. Both productions feared that even in the year of the 500th anniversary of his sailing, the world market just could not accommodate two Columbus extravaganzas.

Goldman, then not even 30 years old, was suddenly dipped into a full-scale Hollywood battle, one that would fry his nerves for months on end, right down to the first week of shooting, when he was still waiting for bank guarantees and insurance clearance. The battle quickly became nasty and was played out at several levels: with distributors and theater



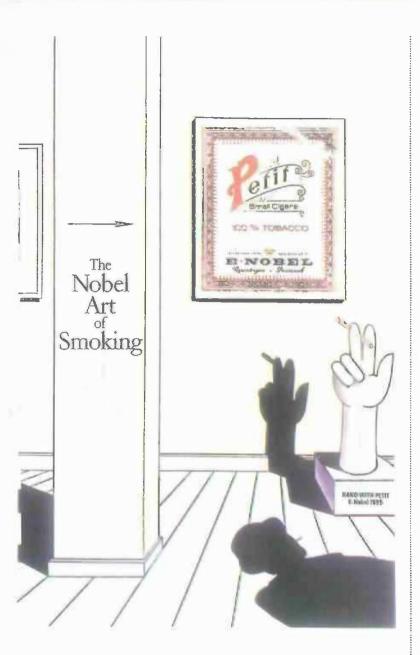
GÉRARD DEPAROIEU AS COLUMBUS WITH ANGELA MOLINA PLAYING BEATRIX.

chains, with lawyers arguing over the rights to potential titles, and it was played out in the press, from Variety to The New York

Times. The Salkinds made lavish use of Variety to announce they had signed Brando, for \$5 million, to play Tomas de Torquemada, the infamous head of the Spanish Inquisition. Selleck wound up as King Ferdinand, while for Columbus the Salkinds signed George Coraface, a European whose name has yet to become a household word or a box-office draw.

From the vantage point of the Europeans, the Salkind project was going to be Hollywood as usual: a slick, highly commercial action picture, Superman meets Columbus. A cliché, bearing little resemblance to the kind of historically accurate epic and human portrait Scott,

Bosch and Goldman wanted. So when The New York Times did a large piece putting the two pictures on an equal footing, Scott went



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ballistic. To his mind, it was as if *The Times* was dealing with Superman and Caravaggio in the same breath. He raged about it for weeks, and he even drafted angry letters to the editor venting his spleen. Only the counsel of close friends, and Depardieu, kept him from mailing them off.

In the battle between the two Columbus movies, as in the larger rivalry between the American and European film industries, money is one of the clearest lines of demarcation. For his role as the Spanish inquisitor, involving ten days of shooting, Brando got \$5 million. For playing Columbus, dominating nearly every scene in an 82-day shoot, Depardieu happily agreed to a package of \$3 million, plus a hefty share of the take in France and a smaller share of other markets.

Probably no other star in Europe could command anywhere near that figure, and European producers show no inclination to get into American-style bidding wars for big-name stars and directors. For the Europeans, it is not just a question of money, it is a question of values. Depardieu, for instance, will follow Columbus by making a low-budget picture with France's Jean-Luc Godard, an artistic venture for which he will be paid practically nothing. Few American actors would do the same.

At this year's Cannes Film Festival, along with rival posters announcing the two Columbus films, these two radically different attitudes about money and the cinema were once again on vivid display. One of Cannes's most acclaimed films was the Merchant-Ivory production Howard's End, starring several of Britain's greatest actors: Anthony Hopkins, Vanessa Redgrave, Emma Thompson and more. The film has been hailed a masterpiece by many critics, and it is doing very well commercially around the world. European film wags in Cannes were gleefully noting that the entire film was done for \$8 million, just over half the \$15 million Michael Douglas received up front for his lead role in Basic Instinct.

Still, all the wags in Cannes cannot change the cold logic of the money men in Hollywood: to them, \$15 million for Douglas, and the record \$3 million paid to Joe Eszterhas for his script, look like great investments. The film is on course to gross some \$200 million. By early summer it was even the leading box office hit in France, home of the auteur and probably the most eclectic film audience in the world.

Intellectuals in France cringed and with cause: They had to swallow the opening of EuroDisney and Basic Instinct within just a few weeks. But only two French films were drawing anywhere near comparable numbers: Tous Les Matins du Monde, starring Depardieu and his son Guillaume, and Indochine, featuring Catherine Deneuve's best performance in years. Little wonder the French so often decry "the tyranny of the marketplace."

Against this backdrop, and with all that was at stake, the first day's tension on the set of 1492, inside La Rabida, was certainly understandable. Besides, like the Salkinds, Scott was having his own problems with casting. During the first two weeks of the shoot, he still had no Queen Isabella. Scott had wanted Anjelica Huston, but negotiations with her battery of agents turned into a nightmare, and they

turned to Sigourney Weaver, the star of Scott's first Alien movie, who worked out fine. At one stage in the Huston impasse, Scott just threw up his hands: "Screw 'em all. I'll take me mum."

Scott's impatience only emphasized his frustration with the way movies are made today. The way he and his producers managed 1492 made clear that Scott has no fondness for Hollywood glitz and self-indulgence. In a world where some American actors demand to travel with their personal trainers, and where Kim Basigner demands cases and cases of Evian with which to wash her hair, Scott and Depardieu allowed themselves only a few indulgences: Scott his Cohibas and Depardieu his phone.

Depardieu hates limousines, and while he prefers wines that are light, fruity and modestly priced, Depardieu is not about to skimp

on his round-the-world phoning. Depardicu makes three, four, sometimes even five films a year, meaning almost his entire life is spent on the road. His telephone is his lifeline, to his wife and two children in Paris, to his agents in Paris and Los Angeles, and to director-pals like Peter Weir in Australia, with whom he made Green Card.

Indeed, telephoning became one of Depardieu's only reliefs from what turned out to be a grueling five months of rehearsals and shooting. Scott is what Depardieu calls "a work maniac," and throughout the 82 days of shooting, the typical schedule began before 6 a.m. and rarely ended

before 8 or 9 p.m. In Cáceres, a night scene of a spectacular public burning of heretics went on for some 17 hours, until the extras, recruited locally, began an angry revolt. At one stage, the production chiefs were considering shortening a Christmas leave, an idea later abandoned, and only a "mais, non" from Depardieu halted plans for one day of Sunday shooting. For the most part, though, there was little complaining about the murderous schedule. Everyone understood that Captain Scott, whom his English crew calls "Guv'nor," was up against a terrible deadline. The film had to be shot, edited, mixed and polished in time to get enough prints for the world launch date: October 9, 1992, on Columbus Day weekend. Scott did not intend to be late.

On the open sea in the tropics, the heat was murder. Upwards of 100 degrees. Aboard the Santa Maria, the cast and crew were stripped down to their shorts, the extras were sprawled out on the

deck, even the usually indefatigable Ridley Scott looked as wilted and wrinkled as his cotton shirt. And with good reason: today was the 82nd day of the shoot, 82 days with Scott alone at the helm. But with any luck, this would be the last day of the shoot, and Scott was on course to wrap up his voyage not only on time and within budget, but almost a full day early.

All morning Scott and his crew shot scenes on the bow of the Santa Maria, nothing complex, mostly pans and close-ups of his principal actors. And after each of the stars finished his work, the cast and crew gave them an ovation. By now they were all part of the same family. The shoot had moved to the coast of Costa Rica in January of 1992, to film the segments of Columbus leading the Nina, the Pinta and the Santa Maria to the shores of The New World and establishing his first base camps. In Costa Rica, not just the heat but the pace had proved to be grueling.



RIDLEY SCOTT AND GÉRARD DEPARDIEU ON THE SET OF 1492.

Scott usually had his cast and crew on the boats by 6 a.m. and would shoot until all the natural light was gone, stopping only for a break for lunch and a communal swim. In America, where crews work under tight union regulations, such a schedule would have been unthinkable, not to mention what it would have cost in overtime. But with the British film industry in shambles, the predominantly English crew was happy to have the work, especially on a venture that held out so much hope for European cinema.

Still, it had been 82 days of exhausting frenzy. Such was the rush that Scott's aides were assembling rough cuts as the shooting in Costa Rica progressed. And anyone visiting the set in Costa Rica quickly understood that the \$45-million European budget was not spent on star salaries or limousines. Consider only Columbus's three majestic caravels, the Nina, the Pinta and the Santa Maria. Two of the ships came from Bristol, England, where they had been refitted

DISCOVERING COLUMBUS

from the hulls up and sailed across the Atlantic, with full crews. The third ship Scott's team found in Brazil, and it had to be reworked and sailed to the Pacific side of Costa Rica.

At one stage, the Europeans considered bringing the boats home via New York and its planned regatta of sailing ships, part of the Columbus 500th anniversary festivities. The ships' presence might have generated good publicity for 1492, but in the end the price tag of the detour was judged too steep: \$1 million.

A much larger sum was spent building La Isabella, a replica of the village Columbus established on the island of what was then known as Hispaniola, now the home to Haiti and the Dominican Republic. Near the Costa Rican coast, Scott's team built a lovely Spanish church, a villa for Columbus and a series of out-buildings. Bosch's script shows Columbus in all his faults as well as strengths, and the film shows some of the violence he used to quell the local populations, violence that on screen meant putting a torch to La Isabella, practically before the whitewash was dry. They also built a long jetty out over the sea, so that the Santa Maria could use it as a dock. At last report, there were no plans to burn it down.

On this final afternoon aboard the Santa Maria, the cast and crew were a swirl of conflicting emotions. Over the long months, they had formed themselves into an itinerant family, far away from their real families. And now, the work nearly completed, they would

soon be going their separate ways, back to England, France, Spain and America. One of those who would be returning to America was Kevin Dunn, who was portraying the captain of the Santa Maria, with Depardieu above him as commanding admiral of the fleet.

During the shoot, Dunn and Depardieu had become pals, and Dunn brought a purely American eye to the entire Columbus venture. A native of Chicago, now working out of Los Angeles and finding his way into some good secondary roles, Dunn found working with Depardieu to he a dream come true. "Years ago, I vowed to work with him," Dunn said, "because, watching his movies, I couldn't keep my eyes off him. There was so much going on."

What impressed Dunn during the shoot was Depardieu's lack of pretense and his naturalism on camera; the Frenchman works like no American actors. "One day here in Costa Rica," Dunn said, "we were all going up a path through the jungle. Most of us tried to make it look easy, out of the ego of not wanting to look clumsy. Not Gérard. He just let whatever was going to happen happen, and when at one moment he staggered and nearly fell, I'm sure he looked great on camera and wholly believable."

On another scene in the jungle, trudging through a river, many of the actors were anxious about snakes, Dunn recalled. "So there we were, up over our waists in the water, and the director yells, 'Action.' And suddenly, we would feel this terrifying jab right on the thigh, just like a snake. It was Gérard poking you under water



DISCOVERING COLUMBUS

with a metal pike and shouting, 'Let's go!' I've never seen anything like his method of acting. It's just so different. I think he doesn't want to know what is going to happen emotionally. And I don't know of any other actor in the world who could have pulled this film off."

That seemed to be the general sentiment aboard the Santa Maria on the final afternoon of the shoot. And there was also a general glee emanating from rumors about the Salkind film. A few weeks later, Marlon Brando publicly attacked the Salkinds and denounced the movie, claiming that despite their promises to the contrary, the Salkinds were portraying Columbus as though he were a cartoon hero, instead of the murderous villain and plunderer Brando feels he was. Brando's attack was big news, but none of the reports indicated if he planned to give back his \$5 million fee.

On this final afternoon, Roselyne Bosch and Alain Goldman were on hand to bear witness to the end of this stage in the birth of their baby, and they were both in awe of Depardieu. To Bosch's surprise, Depardieu had never suggested changes in her script or interfered in any way with Ridley Scott. "They lead, I follow," was how Depardieu described it, except for one scene in Costa Rica, which to the actor just did not feel right. He explained why, Bosch said, and everyone instantly knew he was right. "It was just as Ridley often told me," Bosch said, "for this film, Gérard was a benediction."

At 5:25 p.m. in the afternoon, the heat of the day finally subsiding, and the bow of the Santa Maria framed by the orange sun lowering on the horizon, Columbus stood with his face to the wind, the explorer now an old man completing his fifth voyage across the

Atlantic. Ridley Scott, Adrian Biddle, his cinematographer, and the rest of the camera crew zoomed-in for close-ups. This was to be their last shot of Columbus, and an air of quiet settled over the ship, as the cast, crew and extras looked on in silence.

Their long, punishing voyage was drawing to a close, their multilingual, multicultural family was about to split up, and it was a solemn, moving moment. Until Depardieu pinched a cameraman on the arm and let out an hysterical cackle. Ridley Scott allowed himself a grin, and it quickly broadened into a smile, and then all his British reserve seemed to melt away in the emotion of the moment. Ahead of him were long months of editing and post-production, but Scott was bringing his boats and his crew back on schedule, with nary a mishap, and with old Columbus alone in the bow, just as Scott had sketched him many months before.

The last close-up done, Depardieu pulled off his gray wig and stood to a huge ovation from the cast and crew. An hour later, as the Santa Maria drew up next to the jetty, Champagne and a similar ovation greeted Ridley Scott, the Ouv'nor, the respected captain of this exotic adventure. He was feted and toasted and hugged and kissed and endlessly congratulated, a might tough for anyone used to maintaining a stiff upper lip.

But it was a moment Scott might well cherish for a long time to come, especially on those rare moments between films when he can relax, put his feet up and enjoy a Cohiba. And if the heathen critics should fail to appreciate his painterly vision, well, he can always use his Cohiba to torch their bloody reviews.

CIGARLAND/Continued from page 70

shade wrapper farm is an indication of the company's efforts to produce a quality cigar. He said the wrapper farms were some of the most sophisticated agricultural operations in the world today.

THE FAMILY FUENTE

"We're just a little family company—No corporate jets; no fancy cars," Carlos Fuente Jr. said, welcoming a group of visitors into the cramped office of his father, Carlos Fuente Sr., at A. Fuente & Cia. It doesn't take long to discover that the younger Fuente enjoys fooling visitors with humble understatements. Downstairs from the offices, Caribbean merengue, the national anthem of the Dominican Republic, drifts from loudspeakers across an air-conditioned, humidified room filled with dozens of rollers, smiling, chatting and making cigars.

Fuente can't help but acknowledge the reality. "This is the largest handmade cigar factory in the world," Carlos Jr. said later. "We're making 18 million cigars a year here." Although there may be some hyperbole in the claim, there's no doubt that this is a big time cigar operation where Arturo Fuente, Montesino and a host of private labels are manufactured.

Big time but still very much hands on. It starts with the fact that most of the Fuences' bunchers and rollers, especially on the larger

size cigars, are men. "They have to be able to press it with their hands, and men do it better," Fuente Jr. said. He also said that everyone is encouraged to smoke because "they have to know." The Fuentes also disputed the use of machines to test for draw, and instead, have supervisors testing each cigar by hand. "We do it all by hand, and feel," said Fuente Jr. "If you use a machine, you become too dependent on it. The machine may tell you it draws OK but it won't tell if there's any empty spot in it."

The old ways extended to the humidified storage areas, where "hands" of tobacco leaves, about 40 leaves tied together in a bunch, are hanging from the ceiling, right next to temperature and humidity gauges. Fuente Jr. grabbed a bunch and flipped the leaves to test for crispness and humidity. "This is the old Cuban way, by feel. The gauges can be misleading," said Fuente Jr. "If your machines get stuck for a day, or if a door has been left open too long, you could screw up \$1 million of tobacco in one day."

In another room at the back of the plant, next to seven foot-high mounds of fermenting tobacco leaves, Rafael Martinez and his brother Santiago Martinez stood over incoming boxes or bales of fermented tobacco, cutting each one open to check the condition of the leaves—again, checking by touch and appearance. For the company's Dominican tobacco, Rafael said he could tell which region the tobacco had been grown in and in some cases even which farm it had come from, not unlike a well-qualified wine

taster. Part of the "tasting" routine often includes rolling up a leaf and lighting a hole in it with a lit cigar, and then letting the smoke waft up to the nostrils. "You have to taste it," said Fuence Jr.

Tradition plays another role at the Fuente factory. The Fuentes have started making a perfecto cigar, called the Hemingway series, which is a distinctive, pointed-tip cigar. "It was lost in the market for 20 years," said Fuente Jr., showing his pride as he stood behind a roller putting the finishing touches on the tapered end cigar. "My father taught our master cigar maker, and we started making it again in 1986." Fuente Jr. said other rollers have been instructed in the art of making the difficult shape, but so far, only 12 of the company's some 400 rollers have graduated to this special production line.

THE QUESADA LEGACY

Manuel Quesada, a tall, handsome man, runs an operation steeped in his family's past. A morning tour of his factory began with a visit to his aging father, still occupying offices at one of the company's rather old wooden warehouses. There, it was hard to avoid the simple fact that the Quesadas have processed tobacco for over a century. Dust from a huge chopped leaf processing unit, used for cigarette tobacco sent to Europe, filled' the air. Even though it was barely 9 a.m., workers stood around already sweating in the sweltering barn-like buildings, their clothes and faces covered with grime. Over the noise of a clanking conveyer belt filled with leaves cut from the lowest part of the plant, Quesada explained, "We began in 1877 when at my ancestor's bakery, someone paid in tobacco. That's how it started." Today, he said he's virtually a one-man operation at Matasa: "I don't have the resources of the big guys. I'm the plant manager, the financier. I'm everything."

Quesada's cigar operation doesn't compete on a scale of modernity with the higger companies. A high-ceilinged, barn-like warehouse inside the Santiago free-trade zone is filled with bales of tobacco wrapped in burlap and marked with black ink symbols denoting their country of origin. In the same room, open to the outside air, rollers and bunchers sit behind a waist-high wooden railing. Matasa employs about 66 hunchers and rollers, with 18 men bunching and rolling cigars in the Cuban style process. Each of the 18 can turn out between 225 and 275 cigars a day. Quesada said it takes about a year to train his rollers, in part because he still uses the flag technique to close off his cigars instead of a cap that's glued on. Other cigars are made using some rolling machines, called Temsco machines, that employ a rubber apron to help create the bunch.

Quesada produces about 5.5 million cigars a year, with the vast majority of them going to private labels such as the J.R. tobacco operation. Some of his other brands include Jose Benito, which is a proprietary Matasa label, Finck, Romeo & Julieta and Santa Maria. He also makes private labels for several other cigar stores around the United States. At this point, Quesada doesn't own any tobacco fields; he uses a good share of Dominican Olor and Piloto tobaccos, both of which come from Cuban seed and are grown in the Dominican Republic, and then imported leafs from Cameroon, Honduras, Ecuador, Brazil and Connecticut.

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FROM TOP, EXTERIOR SHOT OF A. FUENTE FACTORY; CARLOS
FUENTE JR., PRESIDENT OF A. FUENTE, LEFT, AND CARLOS
FUENTE SR., CHAIRMAN, HOLDING THEIR TRADEMARK
HEMINGWAY PERFECTO; A CEDAR AGING ROOM AT THE FACTORY.
PHOTOS BY MARVIN R. SHANKEN



THE LAND, THE PEOPLE

When cigar makers went looking for a place to set up shop, they couldn't have found a more receptive land.

Tobacco was found by Christopher Columbus on Hispaniola, the island that the Dominican Republic shares with French-speaking Haiti,

during one of his early voyages to the New World, Spanish colonialists cultivated tobacco in the Cibao valley, where most Dominican tobacco still is grown today. Nearly every manufacturer is located there too, except for Consolidated Cigar's operation in La Romana on the island's south coast. The Dominican Republic occupies than half more the island, and the

country itself is about the size of New Hampshire and Vermont combined.

Tobacco cultivation, however, focused on cigarettes for most of the industry's first 500 years. It wasn't until the United States imposed a trade embargo on Cuba in 1962, following the abortive Bay of Pigs invasion and the subseguent shift by Fidel Castro toward the Soviet Union, that the premium cigar industry began to look elsewhere. Some Cuban families also sought new opportunities to make cigars after Castro took control of their factories.

The Dominican Republic's political instability during the 1960s showed investment.

First Trujillo was assassinated in 1961. Although a state council ruled for a brief time followed by the election of Juan Bosch in 1962, a series of military coups in 1963 destabilized the country. A tumultuous period of violence and social unrest followed, culmi-



A CLOSE-UP OF TOBACCO LEAF HARVEST.

nating in an invasion by U.S. Marines to protect U.S. citizens and property in 1965. Leftist political parties came close to taking power at the time, but the arrival of more U.S. troops ended the uprising. A week later, the Organization of American States sent an Inter-American Peace Force to restore calm, and a year later, elections were held.

Today, the Dominican Republic is more stable than it has been in years. Juan Balaguer, the 86-year-old president, was elected for his fifth, four-year term since 1966 by a slim margin in 1990.

However, the violence and social upheaval during that

election has led to a remarkable series of multi-partisan legislative initiatives to revamp the country's entire bureaucratic infrastructure. According to Frank Moya Pons, a historian and an economic development consultant in the capital, Santo Domingo, fiscal, banking, labor and electoral reforms are

being discussed.

"This is a very important period in Dominican history," Moya Pons said.

"There is wide participation of all political parties in the reforms."

The real question is whether Balaguer will run again, and if he doesn't, whether the parties will be able to field candidates in 1994 that the public respects. Across the country, political slo-

gans and the faces of candidates already are plastered across walls and building facades in a dizzying array of acronyms and bold colored letters. Despite the appearances of tumult and anarchy, Moya Pons said, "It seems the next elections will be more peaceful."

On the economic front, the Dominican Republic can only benefit from political stability. Unemployment remains high, ranging up to 25 percent in a population of 7.1 million people. Streets in Santo Domingo, a city of 2.5 million, are crammed with scraggly vendors, plying their wares at stoplights, and beggars cruise the crowded downtown streets, reaching out to

passersby for a peso or two. With per capita income at only \$998 a year, the poverty is no surprise. The weak economy is also fueling an exodus of immigrants, mostly to the United States. There are no firm estimates of Dominicans living in the U.S., but the number runs into the hundreds of thousands.

Recently, however, the economic situation has shown some improvement. Inflation has been controlled and the Dominican peso has been stable for 18 months at a rate of about 12.5 to the U.S. dollar. The currency stability has boosted foreign reserves to adequate levels, and enabled the government to make steady purchases of oil to keep the country's electrical generators running.

In the free-trade zones where nearly all export quality cigars are made, the jumbled gridlock of semi-trailer trucks loaded with ocean shipping containers, and the crowds of workers milling around carts selling food and drink are a window on the economy's most dynamic sector. Although started in 1968, the zones' employment only reached 18,000 people by 1984. Since then, there's been an explosion of investment and today there are 150,000 employees working for 350 multinational companies.

The zones are simply dutyfree areas where companies ship in raw materials, assemble them and ship them back out without duty or interference. Manual Enrique Tavares, the president of the Free Trade Zone Association, says that

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low labor costs and a growing history of providing "quality goods in a timely fashion" have made the zones attractive to U.S. companies which can turn around finished products in less than nine days to major American cities.

Tavares expects free zone employment to double by 1995 as new companies in other industries move in.

Bernardo Vega, an economist and former governor of the Dominican Republic's Central Bank, explained that the free-trade zones are one example of how the country's economy has changed in more fundamental ways. From 1880 to 1980, Vega said, the economy was based on sugar, cocoa, coffee and tobacco, or a "breakfast economy." Now, it has branched out into other manufacturing and "agroindustry areas like citrus fruits." The new agricultural expertise has benefited the cigar industry, Vega also said. He explained that the arrival of new technologies, better fertilizer and better farming techiques has improved the quality of tobacco leaves available for cigars.

Overall, there is a sense of dynamism in the Dominican Republic. Although the flood of immigrants causes concern, people heading to greener pastures are often a lagging indicator. A country's situation often improves for several years before the immigration pressure eases. Tony Manigor, a sociologist at Florida International University, says, "The Dominican Republic gives you hope...there's a sense the country is moving in the right direction."

CIGARLAND/Continued from page 136

Quesada also said that he believes the Dominican Republic's best cigars are in the future. He doesn't downgrade the current cigars, saying they are among the best in the world already. "But you keep trying to get better and better tobacco," says Quesada, "and, we can already pit our cigar makers against anyone in the world...they are as good or better."

DOMINICAN DAVIDOFFS

Hendrik Kelner often looks like a man who won the lottery. In a sense, he did. In 1988, his Tabacos Dominicanos S.A. won out over other cigar factories in the Dominican Republic to produce a Davidoff cigar for international consumption, and in January 1990,



CIGAR ROLLERS AT

MANUEL QUESADA'S

MATASA FACTORY.

he began shipping his first lots. Although he was already producing Ashtons, Avos, Griffins, Troya and a group of lesser known brands, the Davidoff contract was a major coup. His factories, one of which is on the outskirts of Santiago, now produce about 5 million cigars annually: about 3.5 million are Davidoffs. That's quite a jump for a man who started his cigar factory in 1984 after years as a plant manager in the cigarette business. His gamble, supported by money from family and friends, paid off.

Kelner, "Henke" to his cigar industry friends, is an expert in Dominican tobaccos. Pointing at a small map with different colored zones around the city of Santiago and along the Cibao river valley, Kelner began to talk about the different characteristics of tobacco in each area. "We only use tobacco grown north of the river," he said, pointing to an area in green and pink. That includes a farm of about 70 acres that he owns, as well as farmers that he has under contract to Tabaccos Dominicanos. "We only use very good tobacco," Kelner said, "from growers that meet our standards. Those that don't meet our standards, they are out." He said that the attention to quality has created problems because he can't meet demand. "We sell everything we make," Kelner said. But he also said that finding quality workers is difficult because of the demands he makes. "What's difficult is finding artists. We want artists, not just workers," Kelner said.

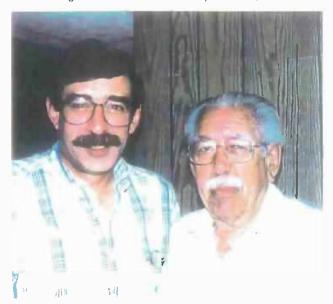


HENDRIK KELNER INSPECTS WRAPPER LEAVES DESTINED FOR DAVIDOFF CIGARS WITH ELADIO DIAZ, THE PLANT MANAGER.
PHOTO BY DOMINGO BATISTA.

CIGARLAND

The low concrete shed with red wooden doors where the Dominican Davidoffs are made is a combination of old style process with new quality controls. For instance, each bundle of 50 cigars is weighed; on one recent day, several rollers had finished 150 cigars by early afternoon, and each of their bundles of 50 cigars differed by two grams or less. Kelner generally uses a system with two bunchers working for one roller although some of his rollers are beginning to work alone again. There are 71 rollers in his main factory; altogether, including another factory, Kelner employs 240 people.

Davidoff cigars aren't tested with a pressure gauge, Kelner explained, because to "feel them is better...and there is a relation between weight and dimension that if they're correct, the draw is



THE QUESADAS, MANUEL JR., LEFT AND MANUEL SR.

right." He said there are six primary factors that affect a cigar's quality: the cleanliness of the bunch, the length of time each bunch is pressed, the amount of pressure used, the differences in the wooden mold, the relation of weight to diameter of the cigar and the way the leaves are folded into the bunch.

As a sign of Kelner's quality demands, up to 16 percent of the rolled cigars are rejected for color variations as they are ready to be boxed. That process follows 21 days of aging, and there is no room for leniency. Davidoff rechecks the cigars at two stations in Europe and one in the United States. There are three color grades deemed acceptable for Davidoff cigars, and each box must contain a uniform color grade. To the uninitiated, the three color shades are virtually indistinguishable, but placed side by side, even the untrained eye can begin to make out the subtle ranges of the three brownish shades.

THE DOMINICAN DEBATE

A group of smokers gathered around a table of Dominican Davidoffs at the Ritz-Carlton cigar dinner in Boston in late April. It was the 7th annual meeting of the group. One Canadian gentleman yanked his cigar pack out of his tuxedo pocket and said, almost snarling, "You're not going to tell me that those are as good as this DP," he said pointing at the Dominican Davidoffs while holding up one of Davidoff's Cuban cigars known as the Dom Perignon, a type that is no longer manufactured. "If you do, I won't believe a word you say after this."

The harsh assessment of Dominican cigars is shared by many smokers. They simply don't believe that any non-Cuban cigar can compete with the legendary Havanas. But the head-to-head matchups may be unfair, except as guideposts for individual preferences. Cuban cigars do taste different. Even cigar industry professionals don't dispute the flavor disparity. Yet the absolute dismissal of Dominican cigars recalls the arrogance of some top French wine producers in the 1970s who argued California would never make a great Bordeaux-style wine. Today, while the best California red

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HENDRIK KELNER, THE PRESIDENT OF TABACOS DOMINICANOS, IN HIS FACTORY OUTSIDE SANTIAGO WHERE DAVIDOFFS ARE MANUFACTURED. PHOTO BY DOMINGO BATISTA.

wines may differ in taste from the top French Bordeaux, few would dispute that some American wines are of world-class statute.

The same can be said of Dominican cigars. The cigar industry is still relatively young here. The top manufacturers are striving to improve the tobaccos they use, and they are experimenting with new blends of filler leaves, different binders, and different wrappers, always looking for combinations that provide the best flavor.

Steady Dominican cigar smokers argue that their cigars are milder, and easier to smoke on a day to day basis than Cuban cigars. In the hectic pace of the modern world, many smokers are attracted to those lighter flavors. One pharmaceutical company executive said, for example, that stronger cigars, like many of the Cubans, were simply "not to my taste." And Sheldon Jacobs, a restaurateur in the Midwest, said that he was adding Dominican cigars to his private stocks. There's also the issue of basic quality of construction; Dominican cigars are as well made as any cigar in the world today, and from most of the top producers, the consistency of construction is unassailable.

Americans, of course, are not permitted legal access to Cuban cigars, so only a percentage of U.S. smokers can decide for themselves which country makes their favorite cigar. But nothing lasts forever. The Cuban trade embargo will fall someday. The debate over where the best cigars are made will only get more intense. Cigar smokers will relish the research.



THE STELLAR CIGAR SOCIETY WEETS FREQUENTLY AT STARS IN SAN FRANCISCO.
PHOTO BY M. CHRISTINE TORRINGTON.

WHERE CAN I SMOKE IN PEACET/Continued from page 79

hest and most original food in America, has an unusual solution to the cigar problem. Because of the strong Japanese influence in the restaurant's cuisine, it attracts many Japanese diners, and "If we need someone to sit between smokers and non-smokers, we often put Japanese there," she says. "So many of them smoke so much, they're used to smoking."

Most restaurants, however, are far more likely to move the smoker than they are to move the complainer or create a buffer table.

Some restaurateurs—like Pieto Selvaggio at Valentino in Santa Monica, just west of Los Angeles—do so graciously.

"I respect the pleasure some people take in the final taste of a Cognac and a cigar as a complement to a very special meal," Selvaggio says. "We have spaces that are detached [three separate dining rooms plus a nice barflounge area], so we can easily move someone with a cigar to a place where they can enjoy it, and no one else will be bothered."

Most restaurateurs tend to invite cigar smokers to adjourn to the bar or lounge. Many cigar smokers don't want to move—in part as a matter of principle, in part because they're comfortable in the dining room itself and in part because many bars, even in good restaurants, are not terribly pleasant.

"People would love to smoke their eigars in the dining room, not the bar," says Joachim Splichal, chef-proprietor of Patina in Los Angeles. "but it's impossible here. Someone tried to light up once, and it was like that Hitcheock movie—*The Birds*. Someone at every table in the dining room got up and ran to complain to the lady at reception in two seconds."

But some restaurants, like Patina, have bars and lounge areas, rooms in which a cigar and a Cognac or an Armagnac or a Port can be a decidedly pleasant experience.

At Palio in New York, the downstairs bar is dominated by a striking, wraparound mural depicting the annual horse race in Siena, Italy, for which the restaurant is named; it may be the best single thing in the entire restaurant. At Ernie's in San Francisco, the bar "looks like a place where you would smoke a cigar," as Steve Morey, the sommelier, puts it. The bar has a classic Old English look about it, with high ceilings, mahogany walls and original Gibson prints. At Biba, which may be the best restaurant in Boston, the earth tones in the bar-forest-green chairs and banquettes and a brick-red, antique

French tile floor—provide a muted backdrop for the anything-butmuted crowd that has made the bar there the noisiest and most frenetic chic-by-yowl scene in Boston. Best of all, the bar menu is as reasonable as it is varied, with prices substantially lower than in the restaurant upstairs.

Restaurants in good hotels also tend to have nice lounges in which cigar smokers can indulge their love of the leaf without fear of character (or actual) assassination. Hotel restaurants, in general, tend to be more accommodating to cigar smokers than do non-hotel restaurants, largely because hotel managers understand the importance of pleasing their guests.

"Guests come to think they can have whatever they want since they're paying quite a bit for their hotel rooms," says Christina Clifton, dining room manager at the French Room in the Four Seasons Clift Hotel in San Francisco. "Besides, we have more space, more rooms to move them to if anyone complains."

Sara Brewer, dining room manager and sommelier in the John Hay Room at the Hay Adams Hotel in Washington, D.C., puts it a little differently: "We're an old, European-style hotel, and smoking a cigar is a part of the ambience. We have some customers who've been coming here for 20 years and smoking a cigar in their favorite armchair in the corner of the lounge."

Some restaurants, both inside and outside hotels, now have special rooms for cigar smokers. Remi in Santa Monica has a small wine room where cigar smokers are invited to enjoy themselves and have a Cognac, grappa or Port after dinner. Chanterelle in New York has a "cigar and Cognac room"—complete with a sofa, comfortable chairs and a table—specifically included in the design for the restaurant because chef David Waltuck loves cigars. Like the

wine room at Remi, this room holds about a dozen people—although as Waltuck's wife and partner, Karen, says, "People are so much more emotional about cigars than they were ten years ago that many cigar smokers don't think to use the room because they don't even carry their cigars with them any more."

Jivan Tabibian, managing partner of Remi, often goes outside to the patio of his restaurant to smoke a cigar, and even there, he's been harassed.

"People walking by will ask me to put out my cigar," he says in tones of wounded wonderment. Despite this experience—and despite the increasingly pervasive hostility most cigar smokers encounter—Tabibian is one of a growing number of restaurateurs and hoteliers nationwide who now host regular cigar dinners.

The format and the size of the crowd varies at these events.
Some have a dozen people; some have more than 100. Some serve a set menu; some let diners choose from the regular menu. Some provide complimentary cigars, courtesy of local tobacconists; others expect guests to provide their own cigars. Prices range from \$40 to \$250 per person.

Tabibian had his first cigar dinner last fall and the event was so popular that he had one monthly, then bi-weekly and—starting this past June—weekly. Every Tuesday, 10 or 12 cigar smokers pay \$75 a head—tax, tip and wine included—to gather in the wine room at

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Vint	Wine	Bottle
1983	DOM,	29.95
1970	QUINTA DO SDVAL	59315
1970	COCKBURN	67.50
1963	GRIBERT'S	75,00
1963	FONSECA	150,00
1960	TAYLOR	87.50
1960	FONSECA	125.00
1935	COCKBURN	345.00
1815	FERREIRA	1250.00

FOR BURGUNDY AFICIONADOS...

Vint	Wine	Buttle
1979	CHASIBERTIN-LOUIS JADIOT	79.95
1978	GRANDS ECHEZEAFX-REMOISSENET	90,00
197ñ	NUITS ST GEORGES	
	LES PREDRIX-MUGNERET	39.95
1976	CLOS DE VOUGEOT-GRIVOT	59.95
1973	MUSIGNY-COMTES DE VOGUE	69.95
1969	CORTON CLOS DE ROI-PIERRE PONNELLE	79.95
1961	MUSIGNY-PIERRE PONNELLE	175,00

FOR PETRUS AFICIONADOS...

Viol	Wine	Bottle
1978	PETRUS	395,00
1976	PETRUS	225,00
1975	PETRUS	595,00
1970	PETRYS	595.00
1955	PETRUS	995.00

FOR CLARET AFICIONADOS...

Vint	Wine	Buttle
1978	LAFITE ROTUSCHILD	150,00
1978	MOUTON ROTHSCHILD	195.00
1976i	MOUTON ROTHSCHILD	95.00
1975	HALT BRION	150,00
1975	MOUTON ROTHSCHILD	187,50
1970	COS D'ESTOURNEL	95,00
1970	LATOR'R	225.00
1970	MOLTON ROTHSCHILD	250,00
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THE GUYS AT THE 1992 RITZ-CARLTON LAGUNA NIGUEL SMOKER. FROM LEFT, MILTON BERLE, HENRY SCHIELEIN, JAMES COBURN AND RANDY QUAID.

WHERE CAN I SMOKE IN PEACE?

Remi for a four-course dinner, with a different wine accompanying each course ..., and cigars and Cognac after dinner (although at Remi, as at the other cigar dinners, some guests smoke a cigar before dinner and/or during dinner as well).

Two other Los Angeles restaurants—Ma Maison and Pierre's Los Feliz Inn—have similar events monthly. So does Yuca in Miami. And San Domenico in New York. Last January, Windows on the World, also in New York, had 85 guests for its first cigar dinner, complete with a master cigar roller from the Dominican Republic—and a different cigar after each course. (The barbecued baby striped bass on smoked corn and cilantro was followed by a Macanudo Baron de Rothschild; the honey- and coriander-glazed côte de boeuf, with fried sage and celery root, was followed by a Partagas No. 1.)

At Stars in San Francisco, chef Jeremiah Tower, executive chef Mark Franz and former general manager Tony Angotti—cigar smokers all—orchestrated a dinner in March that also matched each course with cigars as well as wines.

"We had 25 people, a waiting list of 20 more, and we could have sold out four times over," Angotti says. Now the event will be monthly.

Henry Schielein, general manager of the Ritz-Carlton Hotel in Laguna Niguel, on the Pacific Coast about two hours south of Los Angeles, probably deserves credit for the renaissance of the cigar dinner. Schielein, whose proposal of marriage 29 years ago was contingent on his fiance's acceptance of his cigars "for the rest of our lives," was annoyed one night in 1983 when he sensed people glaring at him as he lit up a cigar in the dining room at the Ritz-Carlton in Boston. Schielein had just taken over as general manager of the hotel, and he made two quick decisions—he'd sponsor a cigar dinner and he'd turn the ladies' tearoom into a cigar room at night.

The cigar dinners have continued in Boston every year since, and when Schielein came to Laguna Niguel in 1989, he started them annually there, too. Ritz-Carltons in various other cities—
Philadelphia, San Francisco, Marina del Rey (Los Angeles) and Washington, D.C. among them—have since followed suit.

In general, all follow the Schielein formula—black tie, multi-course, multi-wine dinners followed by cigars, Cognac, Armagnac and vintage Port. Cigar retailers and distributors often provide a large selection of complimentary cigars, and there are few sights more amusing than watching more than 100 tuxedo-clad men, most of them quite wealthy, scrambling greedily to stuff their pockets with as many free cigars as they can grab.

The sudden proliferation of special cigar dinners is evidence that cigars—at least premium cigars—are making a comeback. Premium cigars account for only about 5% of total cigar sales but 15% of total cigar dollars. As with premium wine, sales of premium cigars have

been increasing in this country in recent years, while overall cigar sales (like overall wine sales) have been declining. Sales of cigars priced at more than \$2.50 each almost tripled from 1987 to 1990, according to the Cigar Association of America.

Perhaps that shouldn't be surprising. As in earlier generations, the cigar is, to many, a symbol of material success—"a baton of power," in the words of George Brightman, formerly the manager of the Davidoff store in New York. That may, in fact, account for the unbridled animosity so many women exhibit toward cigar smokers—and there is no question that "it's almost always women who complain—never men," as Susan Wine of the Quilted Giraffe puts it.

"Women seem to have taken it up as a cause," Wine says. "But there are so many good, important causes for women, I wish they'd concentrate on those instead."

A number of famous women were cigar smokers—Virginia Woolf, Amy Lowell and George Sand among them-and it was Sand herself who said, "The cigar numbs sorrow and fills the solitary hours with a million gracious images." But the hostility of many women today toward cigars is often so virulent and so unreasonable-and some women are so eager to make spectacles of themselves in order to lodge their protests as dramatically as possible—that I'm convinced they're not motivated purely by dislike of the smell or by fear of the possible health hazard. Maybe there's something so sym-



bolically, so resolutely masculine about cigars that the very sight of one—the very idea of one—enrages certain women. These women may see the cigar as emblematic of the abhorrently sexist discrimination, exploitation and exclusivity that many men have long practiced and that women have had to fight hard to overcome.

According to a study commissioned by CIGAR AFICIONADO, 99 percent of all premium cigar smokers surveyed are men, and the average household income of cigar smokers in this group is \$194,000. Their average net worth is \$1.5 million. They travel abroad, drink vintage wine, own more than one car, collect antiques, wear expensive watches. A disproportionate number of them are presidents, CEOs and possessors of advanced college degrees. In other words, they've made it. And a good cigar—an expensive cigar—is proof of that success, success that has long been unfairly denied to most women.

Lew Rothman, president of JR Tobacco Co., thinks too many people today are foolishly buying some cigars, expensive cigars, purely because they represent success—status. In essence, he says, all cigars that are hand made with long filler and 100 percent natural tobacco are about equal in quality, so people who buy expensive cigars are really buying image, not greater smoking pleasure.

Although Rothman says that approximately 20 million of the 50 million cigars he sells annually cost more than \$1.50 each—and he sells one, the Partagas Regal, for \$6.37—he thinks anyone who spends more than \$1.50 for a cigar is "stupid." He insists that \$1.50 "should get you anything you want unless it's a very, very large cigar; then I'd say \$1.75 or \$1.80." Rothman says he's "flabbergasted by people who spend \$8 to \$10 for a cigar. I can't believe that people who are bright enough to make the money to be able to afford those cigars are stupid enough to waste it on them."

Other tobacconists insist that there are enormous variations in the quality of both tobacco and craftsmanship that justify higher prices for some cigars, but Rothman is certainly right that in cigars, as in so many other consumer products, many people "equate cost with quality."

It may also be the case, however, that because even dedicated cigar smokers smoke fewer cigars now—thanks to the various restrictions and inhibitions imposed by law and by society—they are smoking better, more expensive cigars. In a sense, less is more. And while five cigars a day at \$8 a pop can be an expensive habit, five cigars a week at \$8 a pop may—for some—be a manageable self-indulgence rather than a major extravagance.

"Back when I started out, you couldn't buy a super premium," says Ben Henderson of Lone Star Tobacco in Houston. "Now they've caught on really well." Paul Macdonald, owner of the David P.Ehrlich shop in Boston, says super premiums have caught on so well that the Davidoffs from the Dominican Republic

"exceeded my expectations three times over."

Some tobacconists who specialize in premium cigars have also begun providing their own "smoking lounges" or "smoking clubs" to attract customers and give them a place to enjoy their purchases. Nazareth Guluzian, proprietor of the Beverly Hills cigar store that bears his name, originally had a couple of armchairs for customers, then found the demand so great that he put in sofas, added espresso and Cognac and created a private cigarsmokers club; he leased another small store a few yards away to accommodate THE CIGAR

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the actual retail business. Three blocks away, the Davidoff store that opened last fall also plans a smoking club—upstairs, with leather armchairs and sofas, espresso and Cognac—a setting in which smokers can relax and indulge themselves without fear that someone nearby will break into a splenetic rage at the mere sight of a stogie.

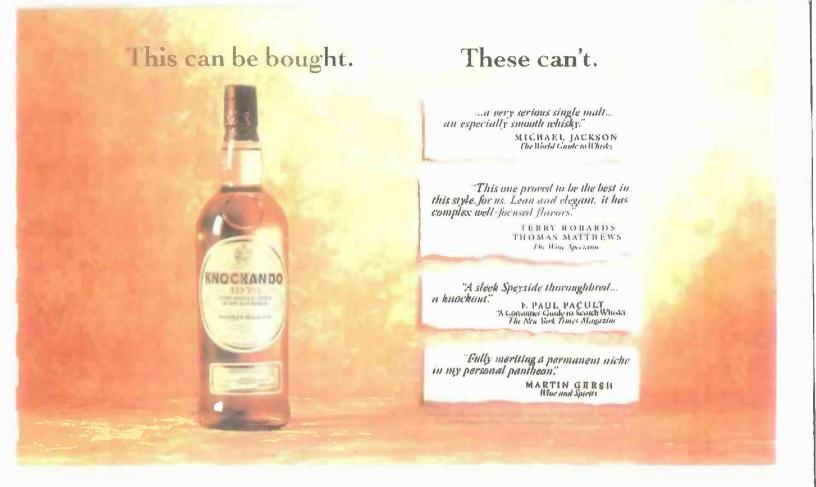
The same societal pressures that have led smokers to seek these havens—and to attend special cigar dinners and to smoke more expensive cigars—may also help explain why many now smoke smaller cigars than they used to; they have to finish them while driving or walking to work, rather than in their office or at lunch or dinner, as in previous generations. But tobacconists say their customers are also smoking larger cigars, with bigger ring gauges, because when they can smoke, they want to luxuriate in it.

"What you're seeing," Rothman says, "is a movement away from the middle, to both smaller and larger cigars."

Mirroring trends toward lighter foods and alcoholic beverages—white wine rather than martinis—some (though by no means all) tobacconists simultaneously note a drift toward milder cigars.

Of course, size, shape and taste are matters of individual preference. Several of my friends love the feel of a panatella in their hand, for example, but Christopher Kuhl of Davidoff says, "Smoking a panatella is like drinking Mouton Rothschild through a straw."

Well, I happen to like both panatellas and Mouton, and given some of the neo-Prohibitionist sentiment I've sensed recently, I'm beginning to worry that some do-badders may soon try to make it as difficult for people to drink wine as they have made it for people to smoke cigars. I'm not quite sure why we have become a nation



WHERE CAN I SMOKE IN PEACE?

of blue-nosed busybodies—although I'm sure our Puritan heritage is part of it—but I wish the Moral Police would just leave me alone. If they'll let me smoke my cigar (and drink my wine) in peace, I'll promise not to blow smoke in their direction, not to drink and drive—and not to complain about their smelly cigarettes, their sinus-clogging perfume . . . or their stupefying ignorance of the finer things in life. . .

RESTAURANT SURVEY

Here are a few restaurants in each of 10 major U.S. cities in which cigar smoking is permitted. Those restaurants that limit cigars to the bar or lounge or some other separate room are marked with an asterisk; the rest permit cigars in the dining room itself.

Most upscale restaurants in major cities permit cigars in the bar or lounge if they have one. Thus, this list is by no means all-inclusive. We have generally chosen to mention those restaurants that we would also recommend for other, ultimately more important reasons than simply their acceptance of cigars—good food, good wine lists, a pleasant ambience, especially attentive service or, in a few cases, simply because they are personal favorites. But, where appropriate,

we have also given preference to those restaurants that seem to welcome, perhaps even encourage cigar smoking—either by permitting it in the dining room proper or by selling cigars or by having their own humidor, or in some instances, simply by their attitude when questioned about their cigar policies; in speaking with owners, managers, maîtres d' and sommeliers at more than 100 restaurants across the country, it was not difficult to distinguish those who welcome cigars from those who merely tolerate them—and grudgingly at that.

Two further tips:

- —Restaurants in hotels and restaurants that cater to European and/or South American clientele are generally more likely than others to permit cigars.
- —Even restaurants that permit cigars may differ considerably in their application of that policy. Some permit it only in smoking areas. Some permit it throughout the restaurant, regardless of whether anyone objects. Some permit it only late at night, when most customers have already eaten—and left. Whatever a restaurant's official policy, the actual practice may vary from night to night and from customer to customer. To be certain what a specific restaurant permits, call the restaurant directly; A list of cigar friendly restaurants follows on the next page.

CIGAR FRIENDLY RESTAURANTS

OK, gentlemen, you may fire up your stopies ar:

*(asterisks indicate smoking only in bar or lounge area of restaurant.)

BOSTON

Anthony's Pier 4 140 Northern Ave. (on Pier 4) 617-423-6363

* Riba

272 Boylston St. 617-426-7878

*The Dining Room/Ritz-Carlton 15 Arlington St. (Newbury St.) 617-536-6700

*limmy's Harborside 242 Northern Ave. 617-423-1000

Locke-Oher Café 3 Winter Place 617-542-1340

Seasons/Bostonian Hotel 9 Blackstone St. N. 617-523-3600

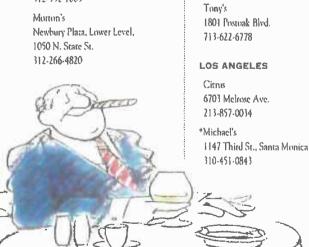
CHICAGO

*The Dining Room/Ritz-Carlton 160 E. Pearson St. 312-266-1000

Gene and Georetti's 500 N. Franklin St.

312-527-3718

Enoteca in the Cantina at the Italian Village 71 W. Monroe 312-332-7005



DALLAS

*French Room/Adolphus Hotel 1321 Commerce St. 214-742-8200

*Mansion on Turtle Creek/ The Mansion Horel 2821 Turtle Creek Blvd. 214-559-2100

*Pyramid Room/Fairmont Hotel 1717 N. Akard St. 214-720-2020

DENVER

Palace Arms/Brown Palace Hotel 321 17th St. 303-297-3111

*Tante Louise 4900 E. Colfax 303-355-4488

*Cliff Young's 700 E. 17th Ave. 303-831-8900

HOUSTON

*Anthony's 4611 Montrose Blvd.

713-524-1922 Brennan's 3300 Smith St.

713-522-9711 *La Colombe d'Or 3410 Montrose Blvd.

*La Reserve/Omni Hotel 4 River Way 713-871-8177

713-524-7999

*Patina 5955 Melrose Ave. 213-467-1108

1451 Third St. Promenade. Santa Monica

310-393-6545

Valentino 3115 Pico Blyd., Santa Monica 310-829-4313

MIAMI

*Chef Allen's 19088 N.E. 29th Avr., N. Miami Beach 305-935-2900

lue's Stone Crab 227 Biscavne St., Miami Beach 305-673-0365

Versailles 3555 S.W. 8th St. 305-445-7614

Victor's Café 2340 S.W. 32nd Ave. 305-445-1313

177 Giraldi Ave., Coral Gables

305-444-4448 **NEW YORK**

*Chanterelle 2 Harrison St. 212-966-6960 Christ Cella 160 E. 46th St. 212-697-2479

*Le Cirque/ The Mayfair Hotel 58 E. 65th St. 212-794-9292

*Palio Equitable Center Arcade 151 W. 51 St. 212-245-4850

Post House 28 E. 63rd St. 212-935-2888

Quilted Giraffe AT&T Arcade 550 Madison Ave. 212-593-1221

The '21' Club 21 W. 52nd St. 212-582-7200

Windows on the World I World Trade Ctr., 107th Floor, West St. 212-938-1111

SAN FRANCISCO

The Carnelian Room Bank of America Bldg., 52nd Fl. 555 California St. 415-433-7500

*Cypress Club 500 Jackson St. 415-296-8555

*The Dining Room/Ritz-Carlton 600 Stockton St. 415-296-7465

*Emic's 847 Montgomery St. 415-397-5969

*Fournou's Oven/ Stouffer's Stanford Court Hotel 905 California St.

415-989-1910 *French Room/ Four Seasons Clift Hotel 495 Geary Blvd.

*Masa's 648 Bush St. 415-989-7154

415-775-4700

*Stars 150 Redwood Alley 415-861-7827

WASHINGTON, D.C. Aux Beaux Champs/

Four Seasons Hotel 2800 Pennsylvania Ave., NW 202-342-0810 Inckey Club/ Ritz-Carlton Hotel 2100 Massachusetts Ave., NW 202-293-2100 John Hay Room/ Hay Adams Hotel

-David Shaw

800 16th St., NW

202-638-6600

EVENTS AND SMOKER NIGHTS

EUROPE

UNITED KINGDOM/Greens Restaurant, Marsham Court, Marsham Street, London SW1P 4LA. Columbus Daylonner and Cigar Tasting. October 12. Cuntact: Jane Rolls (44) 71-930-4566.

UNITED KINGDOM/Mosimann's, 11b, West Halkin Street, Belgrave Square, London SWIX BJL. Dinner and Tutored Havana Cigar Tasting, October 26. Contact: Barkass - Club Manager Phone: (44) 71-235-9652 Fax: (44) 71-245-6354.

UNITED KINGDOM/The Swallow Hotel, 12, Hagley Road, Birmingham, England B16 85J. Dinner followed by a tasting of three Havana cigars. November 6. Contact: Hugh Patton, General Manager (44) 21-452-1144.

UNITED STATES

CALIFORNIA/Ritz-Carlton Laguna Niguel, Laguna Niguel, California. The Second Cigar and Cognac Seminar, November 20. Contact: Melinda Simon (714) 240-2000.

CALIFORNIA/Ma Maison, Los Angeles, California. Clgar Night. First Tuesday of every month. Contact: Maurice Ferrier (310) 278-5444.

CALIFORNIA/Remi, Los Angeles, California. Les Amis du Cigars Cigar dinners. First and third Friday of every month. Contact: Restaurant reservations (310) 393-6545.

CALIFORNIA/Stars, San Francisco, California. Stellar Cigar Society: A cigar tasting and dinner. September 15. Contact: Suzanne McGoldrick (415) 431-2716.

COLORADO/American Zenith Cafe, Denver, Colorado. A Connoisseur's Evening of Single Malt Scotches and Cigars. November 10. Contact: Peter Webster (303) 820-2800.

FLORIDA/Solitel, Miami, Florida. Cigar Roum Grand Opening. September 17. Contact: Claude Roussel (305) 264-4888.

FLORIDA/Cafe L'Europe, Sarasota, Florida. Cigar dinners. Third Friday of every month. Contact: Michael Gaery, Owner (813) 388-4415.

ILLINOIS/Up Down Tobacco Shop, Chicago, Illinois. Por Larrañaga Three-Day Cigar Party. Sponsored by the Chicago Cigar Connoisseurs. November 5-7. Cuntact: Diana Gits (312) 37-8025.

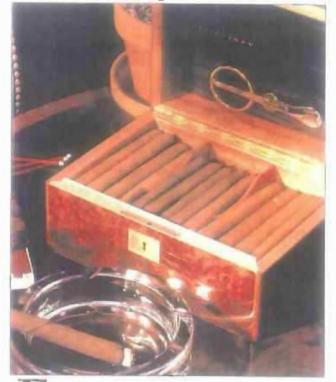
MASSACHUSETTS/The Dining Room/Ritz Carlton, Boston, Massachusetts. Annual Cigar Smoker, Spring 1993. Contact: Michael Nagel (617) 536-5700.

NEW YORK/Mansion Hill Inn, Albany, New York. Cigar Night. Third Monday of each month. Contact: Stephen Stofelano (518) 465-2038.

NEW YORK/Remi, New York City. Vino E Cocina (A Cigar Dinner). October 18. Contact: Barbara Hussey (212) 505-2360.

NEW YORK/San Domenico, New York City. Cigar Connoisseur Dinners. Monthly, October thro December. Contact: Restaurant reservations (212) 459-9016.

CIGAR



EXCHANGE

NEW YORK/Windows on the World, New York City. The Cigar Luvers' Night. September 21. Contact: Alec Brough (212) 938-1111.

OHIO/Ritz-Carlton, Cleveland, Cleveland, Ohio. The Ritz-Carlton Cleveland Cigar Dinner. September 13. Contact: Cara Mullen (216) 623-1300 x7109.

PENNSYLVANIA/Zanzibar Blue, Philadelphia, Pennsylvania. Cigar and Cognac Tasting. September 24. For information: (1-800) 523-1641.

WASHINGTON, D.C./Ritz-Carlton, Washington, D.C. The Second Annual Cigar Smoker. November 12. Contact: Ashley Lund (202) 293-2100.

PLANNING A CIGAR DINNER? Tell us about it:

CKIAR AFICKINADO Magazine Attention: Calendar Editor M. Shanken Communications Inc. 387 Park Avenue South, 8th floor, New York, NY 10016 There is no charge for the event listing service

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ALICE KWARTLER ANTIQUES. New York's premier source for beautiful, distinctive objects in sterling, crystal and ornamel. Featuring cigar boxes and cases, humidors, cigar cutters, matchsafes. Corporate and personal gifts. Place des Antiquaires, 125 East 57th Street, Gallery #26, New York, N.Y. 10022. Phone: (212) 752-3590.

SALLEA ANTIQUES. Boxes are our business. Humidors in all sites, including humidor cabinets. We have Benson & Hedges and Dunhill. In woods and other materials. Sallea Antiques, 66 Elm Street, New Canaan, Ct. 06840. Phone/Fax: (203) 972-1050.

CIGAR POSTERS

POSTERS PLEASE, INC. Dealer wants to buy fine, original eigar posters. Also for sale: cigar posters and other original art nouveau and art deco posters. Contact Jack Rennart, Pusters Please, Inc., 37 Riverside Drive, New York, N.Y. 10023. Phone: (212) 787-4000. Fax: (212) 877-2347.

BOOKS & PERIODICALS

ANTIQUARIAN TOBACIANA. Specializing in domestic and foreign literature on cigars, pipes, snuff, accessories and smoking technology, empheniera and lithography. Contact Benjamin Rapaport, Antiquarian Tobaciana, 11505 Turnhridge Lane, Reston, Va. 22094-1220. Phone (703) 435-8133.

HANDBOOK OF AMERICAN CIGAR BOXES. Limited edition history of cigar boxes and packaging, 1860-1960. Illustrated. Hard cover. Autographed and numbered. Special: \$17.95, postpatid while supplies last. Regularly \$30. Treasure Hunt Publications, Box 3028, Pismo Beach, CA. 93448.

BUY, TRADE OR SELL

WANTED: Pre-embargo Cuban cigars, vintage Havannas manufactured with bonded tobacco. Please submit brand, front mark, packing, and dates where available; indicate storage method; top condition only. Reply to: Cigar Aficionado, Attention, Cigar Exchange, Box 101, 387 Park Avenue South, New York, New York,

WANTED: Cigar-related advertising att. Posters, window displays, promotional items and branded ashtrays. Reply to Cigar Aficionado, Attention, Cigar Exchange, Box 102, 387 Park Avenue South, 8th Floor, New York, N.Y. 10016.

WANTED: Vintage humidors by Benson & Hedges, Dunhill, Fribourg and Treyer, or Davidoff. Reply to Cigar Afictionado, Attention, Cigar Exchange, Box 103, 387 Park Avenue South, 8th Floor, New York, N.Y. 10016.

WANTED: Cigar boxes, label sample books, signs, photographs, cigar store advertising figures, tobacco trade directories, and other pre-1940 items useful to the cigar industry's historian. Top prices paid. Dr. Tony Hyman, 2141 Shoreline Drive, Shell Beach, CA. 93449. (805) 733-6777.

WANTED: High quality antique cigat/cigarctie lighters. Petrol, Dunhill, Cartier, precious metals, enamels. Buy, sell or trade. Marvin R. Safir, 28 E. 73rd St., New York, N.Y. 10021 (212) 249-3688

WANTED: Top quality antique/vintage lighters: petrol/butane, Dunhill, Cartier, Dupont and Thorens. Pocket and table models. Also repairs. Richard Weinstein, 30 W. 57th Street, New York, N.Y. 10019 (212) 586-0947.

WANTED: Dead or Alive...lighters, humidors, vintage eight cutters, pens, unusual ashtrays, eight cases, smukers' ephemera. Contact Bonnie or Clyde, Phone. (212) 838-9224.

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